

DOMESTIC MISCELLANEOUS

NOVEMBER - 1952

McGraw-Hill Publishing Co., Inc.

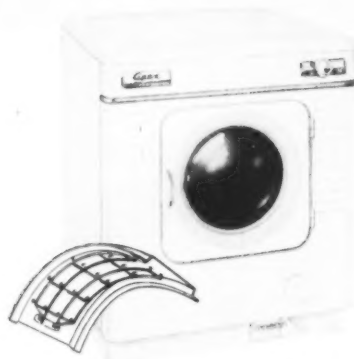
PRICE SEVENTY-FIVE CENTS

GOLLY! Did I Do This?

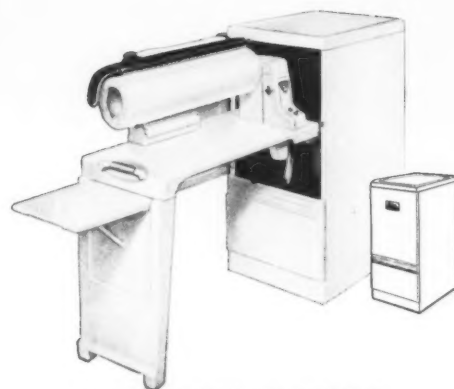
Even amateur chefs are surprised at the results they achieve when they use an electric range. Automatic timing and heat control take the guesswork out of modern cooking.



NEW WASH-A-MATIC AUTOMATIC CLOTHES WASHER
The only washer with the Pulsating Spiral-Tub Agitator . . . Gives the world's most gentle, most thorough and most economical washings.



APEX AUTOMATIC CLOTHES DRYER
Both gas and electric. Electric model has new "Sun Glow" element—extra large. **Fastest drying rate—most economical operation!**



APEX FOLD-A-MATIC CLOTHES IRONER
Most convenient ironer ever built. Folds into compact, table-top cabinet. Exclusive Apex "Floating Roll" gives more uniform, easier ironing.

APEX

the Complete Appliance Line

TO ALL APEX DEALERS

Consumer buying trends point to greatly accelerated purchases of clothes dryers, ironers, dishwashers and automatic washers and continuing volume sales in home cleaners. The complete Apex line with its 3 new sales-makers gives you the products to cash in now on this trend. Advertise—display and promote the full line for greater profits.

Acad
Vice President

Featuring 3 Great New Products with Important Exclusive Features that Build Volume Sales for You

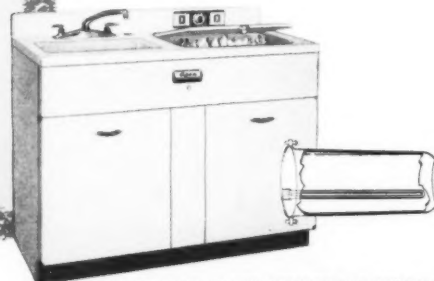
Here's the line that out-values all others—and the one that sells easier because each product has superior features that make it a better buy. This year feature the 3 great new products which will mean volume sales for you—

1. APEX WASH-A-MATIC AUTOMATIC WASHER—2. APEX DISH-A-MATIC ROLL-A-WAY—3. APEX CANISTER HOME CLEANER

On every point—performance, easy operation and economy—these new products out-shine all others. Now is the time to concentrate on Apex—the appliance line that gives you more in every way. All Apex products are feature-packed to bring customers to you. Sell Apex across the board for greater profits.

APEX SPIRAL DASHER CLOTHES WASHER

Washes with equal efficiency from top to bottom of tub. "Fabric Saver" dial automatically times washing . . . world's finest automatic safety wringer.



APEX DISH-A-MATIC AUTOMATIC DISHWASHERS

Built-in tank maintains constant supply of 180° water for hygienic washing, rinsing and quick, spotless drying. Self-cleaning tub.

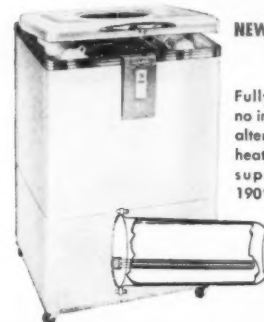
WORLD'S MOST POWERFUL VACUUM CLEANER—The new Apex Strato-Cleaner surpasses every home cleaner on the market! Power is the big difference . . . the Strato-Cleaner has TWICE the POWER on the rug . . . TWICE the CONVENIENCE for above-the-rug cleaning . . . because it has the most powerful motor ever built into a home vacuum cleaner! Demonstrate this tremendous cleaning power . . . show customers how easy it is to get true "round-the-room" cleaning with the Strato-Cleaner . . . and you'll sell cleaners . . . cash in on this red-hot profit maker.



Easiest Lid Removal—No motor lifting!



APEX WASTE-A-MATIC FOOD WASTE DISPOSER
Disposes of all food wastes electrically, hygienically. Odorless, self-cleaning, clog proof. Pulverizes everything. Fits any standard drain.



NEW APEX DISH-A-MATIC ROLL-A-WAY DISHWASHER

Fully automatic. Needs no installation, no kitchen alterations. Has built-in heater storage tank that super-heats water to 190°. Does dishes for 6.



Apex

HOUR-SAVING APPLIANCES
THE APEX ELECTRICAL MANUFACTURING COMPANY
CLEVELAND 16, OHIO



The Cover . . .

Kodachrome by Dave Rosenfeld

ELECTRICAL MERCHANDISING

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INTERNATIONAL COVERAGE BY





Westinghouse Clothes Dryer tune of the year!

how dry I am

Press and Radio from Coast to Coast
Herald It as Sensational Appliance News!

No appliance in years has caught the public fancy like the new Westinghouse Electric Clothes Dryer with its Singing Signal. Already it has rolled up a tidal wave of sales-pulling publicity.

Best of all, this new Clothes Dryer is a salesman's

THIS BIG, NATIONAL COLOR AD
will give a further push to sales

With its sure-fire baby appeal, this colorful advertisement will stop millions of readers when they see it in the issue of *The Saturday Evening Post* out November 5, *LIFE* out November 16, *McCall's* out October 22 and *Better Homes & Gardens* out October 24.

This hard-hitting advertising, preceded by the avalanche of publicity and supported by effective point-of-sale display will have Westinghouse Retailers singing with joy along with the Westinghouse Clothes Dryer itself.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

YOU CAN BE SURE...IF IT'S
Westinghouse

dream when it comes to demonstration. Its friendly musical notes "How Dry I Am" attract instant attention and lead prospects directly to the product. And yet the Singing Signal is only one of its many unique and easily demonstrated features.



ENJOY Bigger PROFITS

with **DU MONT**

Additional sets not shown

Du Mont de Luxe DEVON
17". Plug-in for record player. Mahogany or limed oak veneers. **\$279⁹⁵**

Du Mont MILFORD
21". Mahogany or limed oak veneers. Built-in antenna. **\$279⁹⁵**

Du Mont SHELBOURNE
21". Period cabinet of fine mahogany veneers. Built-in antenna. **\$399⁹⁵**

Du Mont de Luxe WICKFORD
21". Plug-in for record player. Cabinet of fine mahogany veneers. **\$439⁹⁵**

Du Mont de Luxe BANBURY
21". Plug-in for record player. Fine mahogany or limed oak veneers. Also limed oak with raffia panels. **\$439⁹⁵**

Du Mont de Luxe SOMERSET
21". Drawer for optional record player. Fine veneers in mahogany or blond. **\$449⁹⁵**

Du Mont de Luxe WIMBLEDON
21". Plug-in for record player. Fine mahogany veneers. **\$479⁹⁵**

Du Mont de Luxe WHITEHALL, Series II
21". Plug-in for record player. Fine mahogany veneers. **\$499⁹⁵**

Du Mont de Luxe DYNASTY
21". Chinese Chippendale cabinet of fine mahogany veneers. Drawer for optional record player. **\$499⁹⁵**

Du Mont de Luxe FLANDERS
21". Plug-in for record player. French Provincial cabinet of fine fruitwood finish. **\$549⁹⁵**

Du Mont de Luxe ROYAL SOVEREIGN
30-inch direct-view Du Mont tube . . . world's largest. Built-in FM radio. Plug-in for record player. Hand-rubbed mahogany finish. **\$1,795⁰⁰**

**All prices are suggested retail, subject to change. No extra charge for Federal Excise Tax and Warranty. Prices slightly higher in South and West. Limed oak and blond model prices slightly higher than shown.

SEE MAJOR LEAGUE FOOTBALL AT THE STADIUM.
IF YOU CAN'T, THEN SEE IT ON DU MONT TELEVISION!

IN ACTION—THE NEW YORK FOOTBALL GIANTS



\$199⁹⁵
Du Mont CLINTON
17" rectangular Du Mont tube. All-wood cabinet. Plexitone finish in bracken brown or blond. Built-in antenna.

\$349⁹⁵

Du Mont BEVERLY
21". Fine mahogany or limed oak veneers. Built-in antenna.



\$375⁰⁰

Du Mont RIDGEWOOD
21". Fine mahogany or limed oak veneers. Built-in antenna.



\$389⁹⁵
Du Mont WAKEFIELD
21". Fine mahogany or limed oak veneers. Built-in antenna.

**PROOF YOU CAN SEE
IS PROOF YOU CAN SELL!**

NOW SELL 16 GREAT DU MONT TELESSETS*

WITH PRICE "STEP-UPS" FROM

\$199.95 TO \$1,795.00**

See how well it pays to hold the *Selective* Du Mont Dealer Franchise! Now, as Du Mont extends its new line into every price field, Du Mont extends its profits to dealers!

All of these new "Step-up" Du Monts carry strongly competitive discounts. All have features that will gain sales against any competition. And all have Du Mont's "Proof You Can See" . . . the instant proof of better pictures and cabinets that wins customers on the spot.

DU MONT
QUALITY
Teleset prices now begin at **\$199⁹⁵****

*Trade Mark



\$459⁹⁵
Du Mont de Luxe NEWBURY
21". Drawer for optional record player. Fine mahogany or limed oak veneers.

THE SELECTIVE DU MONT FRANCHISE

is more valuable than ever today!

ASK YOUR DU MONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J.

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

Despite spot shortages dealer buying is cautious . . . Fall sales so far have been fair—not excellent—but retailers expect good business to spring

SPOT shortages, clean inventories and good business are the outlook from now until spring, according to eastern retailers and distributors.

By early October many dealers were reporting difficulty in obtaining some models in some lines. For example, a Hartford, Conn. dealer claims to be short on some TV, automatic washers and dryers. A Nutmeg State distributor says that his warehouse is empty and TV deliveries to dealers are made as they come in. Boston reports slow deliveries on specific refrigerator models. A Washington wholesaler says, "Laundry equipment has been short and we have only been able to keep our dealers in a 30-day supply of TV." A Philadelphia retailer finds low-end TV "a little scarce," but calls it a production shortage rather than a demand shortage. Long Island retailers report that the scarcity of some TV models is even resulting in some sales to customers at near-list prices.

Once Burned, Twice Shy. Despite the shortages here and there, few merchants are concerned about the possibility of any serious or general scarcity. The best evidence of this is widespread cautious buying. A Buffalo, N. Y., department store says that "delivery on some popular models of appliances is slow right now, but we are not increasing our forward buying to insure deliveries or to beat expected price increases." A Boston merchant says, "The little old inventory has been cut

down to size and I am going to be one of the smart ones. I am not going to stick my neck out and build up a big stock of white goods, but will cruise along and watch developments." A Washington outlet says that inventories are not large and they are buying on a day-to-day basis and a department store in the Capital declares that they are buying cautiously.

Three Times the Business. Those dealers who are buying heavily on some merchandise are doing it for special reasons, such as building up for Christmas business. One Philadelphia merchant, for example, explains that he is buying warily on most majors, but admits to substantial purchases on TV, record players and clock radios. "Everything," he says, "points to a season between now (October 9) and Christmas that will be bigger than any we have ever seen. People have more money than they ever had and I'm scheduling a big advertising and promotion campaign to get it."

Another firm, this one in Washington, anticipates something of a shortage of standard-brand merchandise for Christmas, so they, too, are doing some fairly heavy buying. In Boston, one dealer reports, heavy Christmas sales of electric blankets, dryers and space heaters are expected, so he's been adding these to his supplies.

Supplies Next Year. Supply considered without relation to demand never makes much sense, but, assuming that the latter remains at present levels, there seems to be little prospect of any serious shortages during 1953. A look at the analysis of the metal situation which appears on page 157 will show you that copper, tin, lead and zinc are in adequate supply, most appliance steels will be eased by the end of the first quarter, and aluminum, now in balance, will be adequate unless stockpiling shows a marked increase.

The shortage danger, says one industry crystal-gazer, is in TV. Manufacturers are now using up their reserve supplies of components and will begin to feel the pinch of allocations in the next year. One manufacturer, he says, is already squeezed by the rapidly diminishing supply of metal cones for picture tubes.

Business Now. A widespread assumption on the fringes of the industry that business through early October was all that anyone could ask does not meet with complete agreement by dealers. For example, one big Pennsylvania merchant, asked about TV sales, says, "They don't have much

oomphs; there is no real, fast response. you have to advertise and promote like hell to get the business. Our September was a little worse than in 1951. Despite this, manufacturers and distributors say that by mid-November we will be hollering for merchandise."

Long Island, New York, dealers noticed a slump in the latter half of September from the good business of early weeks. TV picked up for the month, but white goods "slowed down to a walk." Four out of seven Washington stores report generally good business up to October, but the three dissenters indicate that business is not booming for everybody. A good example of the mixed nature of sales is this report by an upstate New York dealer: "TV business during September was good and white goods volume was fair. Refrigerators are selling a little better than last year and ranges are up slightly, but washers are off."

In contrast to this report, most dealers point to laundry equipment as one of the bright spots in the sales picture and several find ranges down. The wide variance of reports is exemplified by two Washington firms, one of which says September sales of white goods were off at least 20 percent, the other stating that sales were up 15 to 20 percent over last year. One dealer attributes poor September sales to unusually warm weather, another says the warm days boosted his refrigerator sales. Sales were pretty good up through the first week in October, most merchants admit, but any enthusiasm has been restrained by the realization that fall is the normal selling season for many important items and a sales record topping that of 1951 is not necessarily considered a bonanza.

Ready for Santa. Christmas sales planning was occupying the thoughts of some retailers as early as September. One big retailer, not customarily addicted to electric housewares, was scratching his head and wondering if maybe this year was the year to install a fancy fixture and complete assortment. In Washington a department store has already announced that for a few hours each day men and men only will be admitted to a special electric train department where they can play engineer to their heart's content—without the deflation of feminine contentment for grown men who will be boys.

Christmas lighting outfits, says one manufacturer, "will be coming out of everybody's ears this year." He warns dealers to expect some price-cutting, especially on foreign-made material which will be available.

People, as usual, will be looking for discount tags—even on Santa Claus.

The Midwest



By TOM F. BLACKBURN

Delivery costs are changing distribution . . . How dealers can compete with mail order chains . . . Free trials take a new twist . . . Return of TV

TO show how closely priced lines are these days, let us tell you about a distributor who was about to buy out a big stock of electric blankets for this winter's business. All was going well with the transaction when some one questioned the size of the box.

Then it was revealed that the package was too large to go through parcel post. Instead of 50¢ for postage it would cost around \$1.50 for express. That little extra clip was the difference between profit and loss, and the deal fell through.

Narrowing Circle. Shipping costs promise to cut down the radius in which a distributor can operate. Already there is too much concentration on the city markets and more ignoring of small town business. Sears, Roebuck is reported to have a large distribution of its catalog in greater Chicago alone, and is getting telephone orders because families don't want to spend 40¢ street car fare to call in person. Incidentally, most big appliance firms put their phone numbers in their ads these days for this reason.

Sears, Roebuck is reported as leading the market in Chicago on washers, dryers and home freezers. The big mail order chain is down the ladder only in radio and television, but the 1952 announcement that it has now six sources of supply, and a progressively priced line, would indicate that

(Continued on page 6)

CONTINUED FROM PAGE 5



Preferred power on portable conveyors for economically moving bulk materials! These are the world's most widely used single-cylinder gasoline engines on hundreds of kinds and types of machines, tools and appliances. They are preferred by industry, construction, railroads, oil fields, and on equipment for farms and farm homes.

WHEREVER you find gasoline powered equipment doing the job better, faster — invariably the power is Briggs & Stratton. These single-cylinder, 4-cycle, air-cooled gasoline engines are leaders in the field and preferred for dependable power the world over. Briggs & Stratton Corporation, Milwaukee 1, Wisconsin, U. S. A.

In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

competition from this angle in television is going to be tough in the future.

To Compete with Chains. A number of distributors have sent manufacturers plans on how independent dealers can compete with the mail order chain. One of them we saw involved consignment of merchandise to the dealer, so that a complete assortment, ready on the day of advertising, would be on the dealer's floor. This distributor thinks Sears' success is due to the timing and the readiness of all concerned to act. Last spring sales of Sears home freezers at a reduced price during the out-of-season period was a case in point involving perfect timing and perfect cooperation.

What the blast of heat did to business last summer is now being revealed. Weather may be more important than advertising in creating business. The hot weather lifted the merchandise department of one utility from the red into the black, relates one of its executives. A year ago some 738 fans were sold and during the hot blast of the 1952 season the total jumped to 2,800, with three times as many room coolers moving as in the past. The heat broke down a lot of hermetically sealed refrigerators and started refrigeration moving, with the result that the utility will turn in a pretty fair year.

Houston, Texas sold 11,693 ventilating fans the first half of the year (10 to 32-in.), 8,438 attic fans, 690 1-ton window room coolers, 12,702 3-ton window room coolers. Dallas, another hot spot, moved 8,397 room coolers, 10,901 portable fans, and 6,106 window and exhaust fans. Only Kansas Gas & Electric Company fell by the wayside, dropping from 1,938 window fans in July, 1951, to 738 in July 1952. It was explained by inability to get merchandise.

You who like mathematics should know that it took 157,877 lines of advertising in Dallas to sell 8,397 air conditioning units, 291,631 lines to sell 9,310 refrigerators, 615,205 to sell 16,524 television sets and 140,821 lines to move 8,014 washers.

The Cost of UHF. Chicago, which is going to have five UHF TV stations is cogitating over the cost of adapting older sets to catch them. Harry Alter, president of the Harry Alter Co., points out that it may cost \$13-14 per tuning strip (or station) without labor, and cost for five stations may run \$100. How many will do it, he asks.

Two peculiar promotions were run recently in Chicago. Goldblatt's offered \$25 in free merchandise to anyone ordering a 30-day free trial of a Necchi sewing machine. Even if you returned the machine, the merchandise remained yours. The Fair Store offered a pen and pencil on the same basis with the trial of a clock radio.

The catalog people are again send-

ing wholesale catalogs to firms all over the Midwest, addressed to "Purchasing Agents." Given are list, dealer's price, and quantity price on standard advertised appliances.

Television business, which tested sound at the summer markets, is 20 to 25 percent ahead in volume over a year ago. No special deals are being allowed and the trade must buy a certain volume to get the price leaders.

There seems no explanation for this upsurge as it applies to electric housewares, too. Gordon Ritter of Arvin declares this is true all over. In contrast Sunbeam is offering December 1 dating for appliances ordered after September 1, and there is a rumor to that effect about electric clocks.

The Great Lakes



By FRANK A. MUTH

TV Increases . . . Inventories drop . . . Dealers more aggressive . . . Higher priced models moving better than ever

TELEVISION and inventory were still foremost in dealers', distributors', and manufacturers' conversations at the beginning of October.

The two items were mentioned in an entirely different way two or three months ago. When you heard the song then, it went like this: "How can you move TV, and what am I going to do with my big inventory?" Now it's as loud as before, but it's a different tune:

Good News. "I'm amazed at the increase in television sales in the past few weeks," a Cleveland distributor's sales promotion manager said early in October. "Advertising has pulled better than it has in a long, long time . . . and, believe me, it is sure good news to us."

"Only last week we saw the real success of a single ad. We had a dealer who just took on our line of television. For over a year, we'd warehoused some models that hadn't sold with other

(Continued on page 8)

HIGHBALL

... your gravy train!



● Toastmaster-designed features highball *your* gravy train right into Grand Central . . . where this year *two million* American families will step up to the big ticket window to buy automatic water heating service! You can't be sidetracked in your trading area when Toastmaster Water Heaters offer outstanding features such as the Life-Belt* Element . . . the optional Ionodic* Pure Magnesium Rod . . . external Temperature Selector . . . the Toastmaster* 10-year Service Warranty. Your Toastmaster Water Heater distributor can help keep *your* gravy train on time . . . to reach this year's record-breaking water heater market!

TOASTMASTER

AUTOMATIC GAS AND ELECTRIC WATER HEATERS

McGraw Electric Co. • Clark Division • 5201 W. 65th St., Chicago 38, Ill.

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CONTINUED FROM PAGE 6



Quality and Reputation sells antennas too!

Many motor cars look the same, but there's a difference . . . and there's a difference in TV antennas too! Be sure of sales . . . use the antenna folks know for quality . . . they use in 1 out of every 6 installations . . . the Radion Metropolitan! It's the original indoor antenna and still the best seller.

Because Radion is built better, easiest to install, simplest for customer to operate, Radion saves your profits. Deliveryman or customer installs it . . . service calls are minimized. Customers are pleased because Radion does the job . . . and keeps TV set price low.

Sell quality and you sell satisfaction . . . specify Radion, best selling because it's best!

Radion's New Lightning Arrester Fits All Twin Leads, Mounts Anywhere

Now, one arrester is all you need carry! Phenolic model at \$1 list; deluxe Porcelain is \$1.50 list. Counter-packaged low-priced to give you volume sales!



Radion

SEND TODAY
FOR RADION PROFIT PLANS
THE RADION CORPORATION
1130 W. Wisconsin Ave. • Chicago 14

dealers. Our new dealer ran an ad on the back page of the Cleveland Press on Wednesday. By Friday he had sold 65 sets and we tried our best to supply as many from nearby distributors to meet the tremendous demand created by the ad."

Inventory Down. From all the Cleveland, Cincinnati, and Louisville, Ky., distributors came the same report—no inventory. Television, washers, dryers, and everything has been moving so well that distributors are unable to keep an inventory. One Louisville distributor has been out of refrigerators for a month and a half. Another distributor now has to make deliveries 24 to 3 weeks after orders are accepted. Television alone has increased 200 percent since July. Washers and dryers are over 50 percent better than in August, and 20 percent better than a year ago.

21-Inch Best. There is a greater demand for 21-inch television sets, say distributors in Cleveland, Columbus, Cincinnati, and Detroit. One dealer reported from Huntington, West Virginia, that "21 inch is definitely the most popular. I also feel that any retailer who will tie his advertising and promotion around college and professional football and the coming national election should boost his television sales to an all-time high."

Dealers throughout the area report no phenomenal increase in white good, except in automatic washers and dryers, even with the national promotions that have been going on since August.

September Good. September was a better beginning for the fourth quarter than last September. Most dealers predict that it should be the biggest television season for all dealers throughout the country. The only concern now among the dealers is getting enough of the lower cost sets. They are still finding the retail customer plenty price conscious; now he is really shopping before buying.

Dealers Aggressive. For a long, long time, some Cleveland, Columbus and Cincinnati distributor executives told this writer, they've found dealers aggressive. They have traffic, can turn prospects into sales, and are now willing to promote like heck to get more business. "There also is no problem to get them to tie in to our national or regional promotions. Why, just a few months ago, we had to sit up all night trying to figure out ways of talking dealers into promotions we had planned."

Higher Priced tems. The major complaint from distributors still seems to be regarding shipments from their manufacturers. Word has it that some of the slowdown on refrigerator manufacture, delivery and sales, is not a result of steel shortage, but lack of

component parts to make them. Thus, many of the higher priced refrigerators, washers and etc., just can't be delivered fast enough to handle the demand. Cleveland and Cincinnati have always been good quality merchandise towns; now people are buying the lower price models only because they can't get top of the line units.

Dryers Slow. A joint promotion by the Cincinnati Electric Association, and the Cincinnati Gas and Electric Co., for automatic washers and dryers started off with the usual fanfare—breakfast, presenting details to the retailer, and supporting advertising for the promotion. The washers did fine. An executive explained it this way, "We saw some action in automatic washers, which is good because we are essentially a wringer washer outlet." But another executive for another store said, "Sales for wringer washers had been stimulated to some extent . . . despite the promotion."

Sales Later. Sales manager Jim Hoeffler, WESCO, Cincinnati, told this writer that after he returned from a trip to Waverly and Jackson, Ohio, to look over the territory for the new Atomic Energy Commission plant, dealers said they are doing a nice little business right now, but that the big boom is in real estate. "Dealers are looking forward to a fine business for the next four years in this territory, but it still will take several more months for the influx of temporary employees who will erect the biggest atomic energy plant ever to be built."

The South



By AMASA B. WINDHAM

Dishwashers and heat pumps gain . . . Southern sales generally good with some areas heading for biggest year in history . . . Utilities kick off lighting campaigns

GOOD business as usual—that seems to be the proper theme for this month's report. Five key South-
(Continued on page 10)

YOU GET AN AFTER-CHRISTMAS SALESMAN WITH EVERY NEW ZENITH YOU SELL



When you sell a Zenith television receiver during the Christmas rush, you do more than pocket a profit. You put an enthusiastic salesman and demonstrator to work for you.

And the beautiful part is, he's for free!

For Zenith Quality TV is made to make exceptionally satisfied customers. Even the small hidden parts far exceed standard specifications to assure the long-time, trouble-free performance that makes Zenith boosters of buyers.

And there are so many things for the Zenith owner to show off and brag about to friends. There's the big, fine grain picture with clean contrasts that makes viewing a pleasure even in a small room. There's one-knob tuning that brings in per-

fect sound and picture even when tuned blindfolded. There's the cabinet that looks like the fine furniture it is.

There are exciting exclusives as optional equipment: the "Lazy Bones" Remote Control that lets a man change programs by pushing a button—without leaving his easy chair. There are "Private Phone" TV Earphones for the hard-of-hearing or to keep the sound of cowboy guns out of the living room.

These and many more features turn anyone who gets a Zenith for Christmas into a hard-working after-Christmas salesman for you. And just to be sure that every one of them gives the whole sales story, tell every customer about these Zenith advantages, too:

- **Long-Distance Reception.** 1953 Zenith TV pulled in 20% clearer pictures up to 25% farther than leading makes tested against it in 17 fringe areas.
- **Built-In "Picturemagnet" Antenna.** Turn on a Zenith and any other set, using only the built-in antennas and compare pictures. You'll see why Zenith ends need for outside antenna in so many locations where an inside aerial never worked before.
- **Any-Channel Reception.** Addition of exclusive Zenith channel strips ready any Zenith ever built and sold for

any new UHF or VHF telecast in your area.

- **Super-Sensitive FM Sound.** A full range of tone from deep bass to flawless treble, with selective control. Virtually free of static, fade or interference.
- **Big 17, 21 and 27-inch Screens.** Cylindrically shaped front of picture tube permits wide angle viewing. Positioned to send room-light reflections below eye level.
- **Fine Furniture Styling.** Elegant Period cabinets, dramatic Moderns. Table, console and combination models. A price range to match any means.

FOR SELLING QUALITY, FEATURE ZENITH



COPR. 1952, ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

MORE PROFIT FOR YOU...

with **Northern
Electric Blankets**

**A Complete Line
Built to Get
Business!**



● Northern's traditional high markup assures you more profit on the sale of any blanket in the complete Northern line! Northern's competitive prices, beautiful display packaging, workable replacement policy and complete merchandising program assure quick, easy sales to your customers.

with **Northern
Electric Sheets**



**New!
...Practical!**

● Cash in on the vastly increased electric bed covering business by selling Northern Electric Sheets! Made of fine percale in white, rose or blue... they are excellent for home or travel, easy to wash and compact to store. Lower cost, attractive gift packaging and 12 month replacement policy, heighten their appeal to your customers.

Northern Electric Company

Manufacturers of Electric Blankets, Sheets and Heating Pads
5224 NORTH KEDZIE AVENUE, CHICAGO 25, ILLINOIS

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

ern cities and three minor ones all reported fine sales and uninterrupted buying as October made its appearance.

Alabama was the big leader. Department stores, particularly, in Birmingham were selling appliances like cow juice at a temperance convention. The FCC okayed two new TV stations for Mobile and Montgomery and dealers began to move new and heavy stocks of television sets into their stores all over the state. But dealers in the state's three largest cities also declared that refrigerators, ranges, water heaters and home freezers were clicking at a merry rate.

The head of the appliance department in one of Birmingham's largest department stores said: "Refrigerators are doing fine now. The replacement market is better than it has ever been." This same gentleman was singing deep and heavy blues this time last year.

Dishwashers Perk Up. In Atlanta and Memphis, there was evidence that the dishwasher was getting back on the money trail. Dishwasher sales started out with terrific impetus early in 1952 but struck a snag along about April. Memphis distributors report that sales of this appliance are swinging upward again and a fine year might be expected. One big distributor in Atlanta also notes that dishwasher sales are considerably better in the Georgia area. "We ought to do a fine business in dishwashers for the next three months," he concluded.

A veteran retail dealer in Miami expressed the belief that the fear of higher prices had been a spur to appliance buying in that area. He said that buyers were well aware of the higher prices for steel products which accompanied the end of the steel strike, and were somewhat apprehensive of an increase in appliance prices.

Figures from the Florida Power & Light Co. show that dealers in the Miami section are heading for the greatest selling year in their history. Ranges, automatic and conventional washers, water heaters, refrigerators, home freezers, vacuum cleaners and television sets all were far ahead of 1951 sales figures. McGregor Smith, president of the utility, has expressed the opinion that Florida's rapid growth has brought summer sales almost up to a par with winter sales. His opinion was backed up by the fact that for the first time ever retail appliance dealers in the utility's territory registered two smash \$5,000,000 months during June and July.

New Appliance Coming Fast. Still pretty much unnoticed, but coming along fast, is the heat pump business. Public acceptance is notably on the upswing in Chattanooga, Birmingham and Jacksonville. Next year should see a rapidly increasing market for heat pumps, as more dealers become interested in them and start pushing them. Here is a new market which merchandisers would do well to study.

There is nothing new in the television picture. It's still fabulous. Dealers have found out that the most popular selling set is the table model priced at \$199.95, and they're plugging these models for all they're worth. The usual advertising pitch is \$10 down and payments to suit yourself. The World Series, the political campaigns and the prospect of new telecasting stations all contributed to holding up the sale of TV sets.

Radio sales were reported somewhat better than during the summer months. Table models and portable sets were selling steadily but console models were still pretty hard to move. Tape recorder sales were going all right, too.

After the biggest season's business in history, air-conditioning sales began to fall off with the advent of fall weather. Room unit air-conditioners were down approximately 65 percent from the July and August sales figures. This was to be expected, however, and dealers say that 1953 will break all records in the sale of such units. Fans and other ventilation equipment also took the seasonal drop.

Conventional Washers Booming. The sale of wringer washers was still high, wide and handsome through the Carolinas. In the suburban and rural areas surrounding Charlotte, Columbia, Asheville, Spartanburg and Greenville, the passing motorist can see a wringer washer parked out on the back porch of five houses out of every ten he passes. And one of Charlotte's biggest dealers tells us that sales are still very good with no let-up expected. Hugh Isley, of Carolina Power & Light Co., said such sales were about five to ten percent ahead of the banner year of 1951.

The Carolinas could and did boast of other merchandising feats, too. According to Isley, electric range sales were some 30 percent better than last year, with an almost similar gain in refrigerator sales. Water heaters were up about 15 percent.

Refrigerators, ranges, water heaters and washing machines continued selling steadily in mid-Tennessee, with Nashville, Knoxville and Chattanooga all reporting better business than at a similar period last year, with excellent prospects for the final quarter of this year. States Finley, of the Chattanooga Power Board says 99 percent of the board's customers have electric refrigeration, 86 percent of them cook electrically and 63 percent heat water electrically. The replacement market therefore is the major market in this cheap electricity area, and dealers are finding high profits in trade-ins.

Getting Ready For Winter. Dealers in south Georgia and north Florida were getting ready for another seasonal sale of oil space heaters. Spurred on by Florida Power & Light Co., the Georgia Power Co., and several aggressive distributors, the retailers got

(Continued on page 12)

Here are the 5 Tested Sales Steps the Secret Shopper is looking for

If you take *all* your customers through these 5 steps you'll be sure to sell more **WARING BLENDERS**, and you may get a \$5.00 bill from the Secret Shopper. If the Secret Shopper finds this ad in view, you'll collect an extra \$5.00.

Show what it will do!

Take your customers through the big **WARING Recipe Book**, filled with 340 taste tested new recipes!

Show how it works!

Spin the high speed stainless steel blades. Show how food is broken down into a homogenized blend . . . a revolutionary new process no other type of mixing can do!

Show how fast and easy it is!

Most recipes blended in less than a minute with a **WARING BLENDOR**. The genuine **PYREX** container cleans in 5 seconds.

Show how it pays for itself!

WARING BLENDOR saves countless dollars turning leftovers into delicious new recipes. For young mothers, it purees nutritious baby food from inexpensive foods in season!

"If it isn't a **WARING**, it isn't a **BLENDOR**!"

Be sure to tell this to all your customers and you're well on your way to more sales and maybe a crisp new \$5.00 bill!



WARING Secret Shopper rewards Joe Raab of Montclair, N. J., with \$5.00 for a perfect sales job!

Waring Secret Shopper Program Makes New Sales, Increases Profits For Dealers Across the Nation



WARING SECRET SHOPPER HITS MIAMI, awards Rheta Degue \$5 for an A-1 demonstration.



\$5 FROM WARING SECRET SHOPPER to Buffalo's Ethyl Lienert for real salesmanship.

New WARING Drive to Better Retail Salesmanship lauded by Dealers and Distributors

WARING's 5 tested sales steps are already pulling in new sales and profits! Dealers and distributors everywhere report the WARING sales plan really works . . . not just for the famed **WARING BLENDOR**, but for any good appliance! With sales constantly climbing, the **WARING BLENDOR** boom is on! Make sure your salesmen know the right way to sell a **WARING BLENDOR**. Cash in on *all* the profits to be made on this heavily advertised, outstanding leader of the entire field: the **WARING BLENDOR**!



If it isn't a

Waring

it isn't a **BLENDOR**



WARING PRODUCTS CORPORATION • A Subsidiary of Claude Neon, Inc.
25 West 43rd Street, New York 36, N.Y.

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10

**PLUS VALUES
IN THE CORDS YOU SELL
MAKE
A DIFFERENCE**

To You, Belden's Golden Anniversary Means

—product performance that can come only from a "know-how" that has grown through actual service since the early days of the electrical industry.

—an ability to co-operate in pioneering new wires to meet or anticipate industry's growing needs.

In the years that follow This Belden Program Is —TO BE CONTINUED



THE BELDEN LINE

GIVES YOU

+ SAFETY

+ APPEARANCE

+ SATISFACTION

+ PROFITS



This all-rubber portable extension cord is an example of the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden Jobber.

Belden Manufacturing Company
4663 W. Van Buren Street
Chicago 44, Illinois

CORDITIS-FREE
CORDS BY . . .

Belden

WIREMAKER
FOR INDUSTRY

The Far West



By HOWARD J. EMERSON

Discount selling, big trade allowances persist despite spot shortages . . . Dealers slow to stock electric housewares, but good Christmas expected...TV strong in established centers

AS the far western states entered the second week of October, appliance and television sales by dealers were running at the best level of 1952. Some unknown force had mysteriously untied the purse strings of a public that had been filling that purse to its bursting point for more than a year.

Any possibility that the public is now buying most appliances and television because of a belief that there will be shortages this fall or winter was discounted by the results of a

(Continued on page 14)



Win Your Customers' Vote of Confidence...



BY SERVICING G-E SMALL APPLIANCES



Let authorized G-E Small Appliance Service Outlets do the work! You take the extra profits and repeat sales!

Naturally, when something needs to be repaired on a General Electric Small Appliance your customer is going to bring it to you. **DON'T SEND YOUR CUSTOMERS AWAY!** Keep their confidence, and make easy extra profits by sending it to your nearest G-E Small Appliance Service shop.

Trained G-E Small Appliance servicemen do *all* the work. You get fast service and are charged only labor and parts at nominal cost. You collect your regular markup from the customer. It's easy and profitable!

In addition to G. E.'s owned 11 Service Centers, there are additional authorized G-E Service Stations in 62 large cities. Check your distributor for the location of the nearest G-E Small Appliance Service shop. You'll save time and transportation costs of course, by using the nearest facility.



When you use a G-E Service Outlet for repairs, you become a part of G-E dependability! That keeps customers coming into your store!

HERE'S HOW TO MAKE SOME OF THOSE EASY SERVICE PROFITS!

1. Ship or deliver the appliance to your nearest G-E Service facility.
2. When appliance comes back, add your normal dealer markup!
3. Write or phone customer to pick up repaired appliance—take your profit and build store traffic.

SMALL APPLIANCE DIVISION

GENERAL  ELECTRIC

SEND FOR THIS FREE BOOKLET! →

Small Appliance Division—Dept. PS-1
General Electric Company
1285 Boston Avenue, Bridgeport 2, Connecticut

Please send me your booklet "DEALER PROFITS FROM CUSTOMER SERVICE."

NAME _____

ADDRESS _____

CITY _____



CONTINUED FROM PAGE 12



Actual Size
ROBERTSHAW
MODEL B-10

A single-pole, slow make-and-break thermostat with high sensitivity, yet rugged construction, that has wide application for heating needs up to a temperature range of 550°F.

MODEL B-10 DIRECT ACTING TYPE. Breaks circuit on rise of temperature. Particularly suitable for sterilizers, steam tables, warming tables, ovens, coffee urns, deep-fat fryers, baby incubators, poultry brooders, etc.

MODEL B-20 REVERSE ACTING TYPE. Makes circuit on rise of temperature. Particularly suitable for warning lights or signals on over-temperature for application to fire signals, signal overheating, motor generators, etc.

Write for full information.



In Home and Industry **EVERYTHING'S UNDER CONTROL**

Robertshaw THERMOSTAT
DIVISION

ROBERTSHAW-FULTON CONTROLS COMPANY • YOUNGWOOD, PENNSYLVANIA

survey by ELECTRICAL MERCHANDISING in most of the major buying centers of the eleven western states. Even the great publicity given to the recent steel strike and its possible effect on the nation's economy has not sent the public rushing to the stores to buy anything available. Comments one knowing dealer in Sacramento, Calif., "... our customers have been scared by experts in the past ... this amateur talk recently doesn't bother them ...". From Los Angeles comes the report: "Customers just can't be scared by 'shortage talk' anymore." Customers in Salt Lake City, says a dealer, can't see any reason why there should be a shortage. From Seattle, a dealer reports: "... customers expect no shortage and will listen to no talk about shortages while we have almost every model on the floor." From San Diego, San Francisco, Denver come similar response.

Temporary Shortages. But at dealer level, the attitude toward shortage differs a little. A survey of Los Angeles dealers shows that they do not expect serious shortages of white goods "... in spite of consistent effort of the distributors to make us believe that in a few months we'll be lucky to get floor samples." Dealers in other market areas seem to feel the same way. The shortages that many are feeling are classified as temporary. In Seattle, dealers are feeling a shortage of Bendix washers, some models of Frigidaire refrigerators, and many Hotpoint models. In Sacramento there is a 4 to 6 week delay in delivery of some ranges, but the dealers feel that this situation will correct itself as soon as the peak range buying season is over. In Salt Lake City, dealers anticipate a shortage of dryers and refrigerators. Already in San Diego there is a shortage in many white goods models, but a local industry man reports that "... unlike a couple of years ago, a few shortages no longer make the dealer panicky". Which brings us to the Los Angeles dealer who comments that "... talk of shortages is just another case of someone crying wolf too often. We've learned that if we want any goods bad enough we can always get them."

More, But Not Better. Ironically, the attitude of playing cards close to the chest that should come with even a few shortages, has not resulted in improvement in the general business operations in the Far West. While September produced the largest unit sales so far in the months of 1952, it is questionable whether it produced the largest net profit for most dealers. The profit picture here is still clouded by a continuance of both discount selling and the use of excessive trade-in allowances. How serious were these conditions in Los Angeles was reported here recently, but that city is not alone. A conservative dealer in Sacramento, Calif., says that trade-in

allowances on white goods in that city have gone to "out of reason figures". Dealers there are offering \$100 to \$150 for an old refrigerator without looking at it. Two normally sound dealers in that capital city of California started afueudin' and afightin', with trade-in allowances as the choice of weapons. Through advertising they upped each others offers until they hit a peak offer of \$200 for any old refrigerator toward the cost of top brand new refrigerators. Obviously, these two dealers knocked the pins from under any semblance of normal merchandising, breaking the price structure for all dealers in that market area. Eventually nearly every dealer went off the high board. Even the Sacramento unit of a traditionally conservative department store chain admits "we have gone overboard on trade-in allowances, but we haven't gone entirely nuts."

At Albuquerque, N. M., over-allowance on trade-ins has been primarily used by newly established dealers as a method of developing a clientele in that fabulously-increasing market. While there has been "too much over trading" in the Salt Lake City area, say dealers there, they report that the trend is toward more sensible trading as they begin to feel shortages on some products. And, although that city in the mountains was one of the first to experience a development of the food-freezer plans, the dealers report that freezers have been the item on which there has been the most over allowance and discount selling.

Down in the southwest corner of the Far West, the practice of merchandising through offers of high trade-in allowances has decreased considerably in San Diego. Much of the reason for the bettering of the situation in San Diego has been the exceptional demand for refrigerators resulting from the influx of new families to this defense production center. The yearly increase of 15,000 families that San Diego has experienced since 1945, will be topped in 1952 when the total will reach about 20,000 new families. The result has been a refrigerator market that will equal or top the sales made in '51.

Housewares Buying Is Slow. Looking from present white goods marketing conditions to the next seasonal items, electrical housewares, finds a disturbing lack of advance buying by the dealers for the coming Christmas season. Of course, that situation varies with market areas. In Seattle, a distributor reported that "... dealers are buying electrical housewares only for current requirements, not sufficiently to meet expected Christmas market needs." Another distributor reports the same condition, but he feels that the situation will improve now that Fair Trade pricing is back. A third distributor says that electric housewares

(Continued on page 16)

NEW Escort Appliance Truck MODEL DF-66

Designed
to Handle

Home Freezer Units

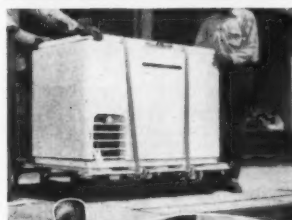
Pianos and all

HEAVY Appliances



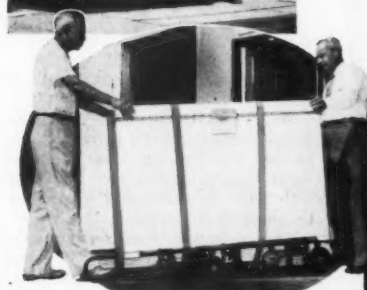
CRAWLS

Built into the new Model DF-66 is Escort's famous Crawler Tread, which enables even this I-o-n-g model to crawl up and down stairs and over obstructions.



ROLLS

Just lay Model DF-66 down flat, for moving over level stretches. The extra two large 6" wheels make it easy to roll this truck, with its full load, quickly and easily anywhere!

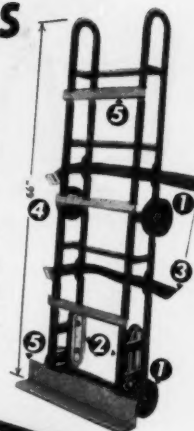


URNS

To make sharp turns, merely step down on the skid-handles—this raises the extra set of wheels off the ground or floor, and Model DF-66 turns on a dime—without effort!

Here's Escort's new Model DF-66 Appliance Truck—designed to eliminate all of the problems of appliance movers who must move everything from oversize home freezer units to pianos.

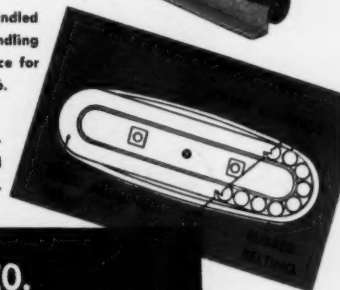
Consider these 5 features—(1) 2 sets of 6" wheels, (2) the famous roller-bearing Crawler Tread, (3) 2 web-straps for holding appliances firmly in place, (4) extra long height—66", (5) Felt-padded cross-bars and toe plate.



HANDLES BULKY OBJECTS EASILY—

Escort's Model DF-66 is the easiest-handled appliance truck in the world! Makes handling easier, reduces manpower and chance for damage. Ask for Escort's Model DF-66.

WRITE for full information and descriptive folder about Escort's Model DF-66 and other appliance trucks.



STEVENS APPLIANCE TRUCK CO.

NORTON ROAD

P. O. BOX 897

AUGUSTA, GA.

... TO SELL TODAY'S MARKET PROFITABLY!

for special promotion business builders. Tie in with Dominion's BIG FALL ADVERTISING — cash in on your share of the increasing volume of customers that demand Dominion.



-CONTINUED FROM PAGE 14-

Distributors in Sacramento believe that dealers are "way behind in their ordering for Christmas," and one deplores the condition because he feels "... this Christmas season in the small appliance field will be the biggest we've ever had." Another feels that dealers will eventually buy in sufficient quantity but hopes it will be soon enough for the distributors to get the needed stocks. Eastern readers must remember that these Far West distributors and dealers must prepare for Christmas or any other seasonal activity about one month ahead of similar activity east of the Rockies. While air freight can and does meet many emergencies when the Far West runs short during peak buying periods, the practice eats heartily at margins.

Completely different problems came to Portland, Ore., as its UHF station came on the air a month ahead of general expectation. Distributors were caught without enough UHF-equipped sets to meet even the floor demands of their dealers. Packard-Bell flew a supply of UHF strips to Portland, Sylvania arranged to fly tuners from its factory, Crosley was short of converters but had a supply of 1953 sets with built in tuners in Portland for the opening. Only the RCA distributor was ready with an adequate supply of UHF sets when the KPTV signal went on the air from an RCA transmitter. **End**



"ON THE BEAM" WITH CROSLEY TV
 You can see it **BETTER** on a CROSLEY

AMERICAN KITCHENS
 BENDIX
 CROSLEY
 CROSLEY BROADCASTING
 CORPORATION
 HORN
 LYCOMING
 NEW IDEA
 SPENCER HEATER

DEALER "CLICKS" WITH CROSLEY AFTER TRYING OTHER BRANDS



Steve Pendleton was first to offer free home trials in Seattle, Washington.



Bored with retirement, Steve Pendleton jumped back into business when he opened a television store in Seattle.

Steve wasn't too successful at first—but when he added the Crosley line everything seemed to "click."

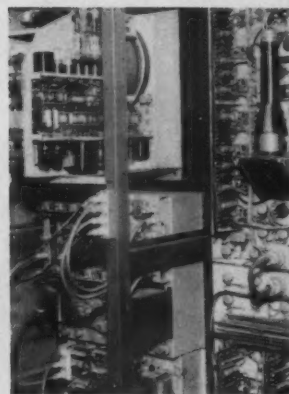
"I had been stressing *quality and dependability*," explained Steve Pendleton, "and Crosley had both. I wanted a well-known brand backed by national advertising—and again Crosley had it. In short, I was sold on Crosley and I sold Crosley."

TV rental becomes down payment

"I sold a lot of Crosleys by renting them," said Steve. "Once my customers saw Crosley's superior performance, they wanted to *keep* their sets. I allowed them to use their paid rental fees as down payments."



Wide Crosley TV assortment backs up Steve Pendleton's consistent and friendly advertising. He stresses quality, performance, dependability . . . "and Crosley has them all!"



All Crosley sets are adjusted to this test transmitter's broadcast.

SPECIAL TRANSMITTER TESTS EVERY CROSLEY BEFORE IT LEAVES THE FACTORY

This special transmitter produces the technically perfect TV signal which every Crosley set is *factory-adjusted* to receive. A television set *must* be good if it passes the rigid testing of this transmitter. And *every* Crosley set must and *does* pass the Tele-Test before it leaves the factory. That's why Crosley sets normally need no further adjusting. This careful testing backs up your selling message, "You can see it better on a Crosley TV."

W.A. Blees
says



"There are definite reasons why a dealer should carry one line today. For one thing, it is very difficult for him to try to follow the policies of many different companies, particularly in their service and promotional activities."

★ ★ ★

"Advertising these different products leaves the public confused as to what kind of dealer he is. His advertising loses continuity."

★ ★ ★

"However, when he advertises the products of one company, each ad that he runs helps every other product in the line, and he creates confidence in his customer's mind. In other words, the dealer becomes convincing, and he does not have to resort to cutting prices merely to develop a sale."

★ ★ ★

"Both dealer and manufacturer benefit when a dealer handles only one line. Loyalty and friendship build up over a period of years which couldn't exist in any other way."

★ ★ ★

"We stand ready to help dealers see that they are properly located with the right size building; work with them to get their financing on a sound basis; help them organize both from a management and sales standpoint; and assist them in active sales and promotion activities."

★ ★ ★

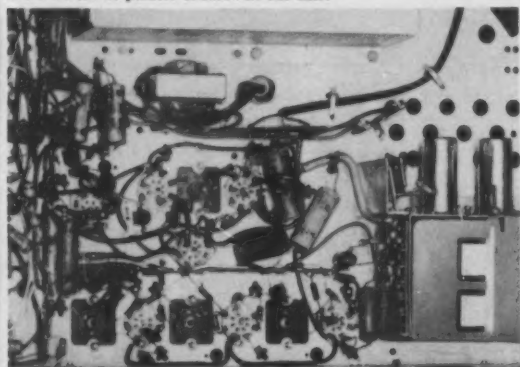
"We are in a new and different kind of market and we must change our ways if we are to succeed!"

"ON THE BEAM"..... with CROSELY TV



SKILLED CRAFTSMEN USE ONLY FINEST WOODS TO MAKE CROSELY TV CABINETS

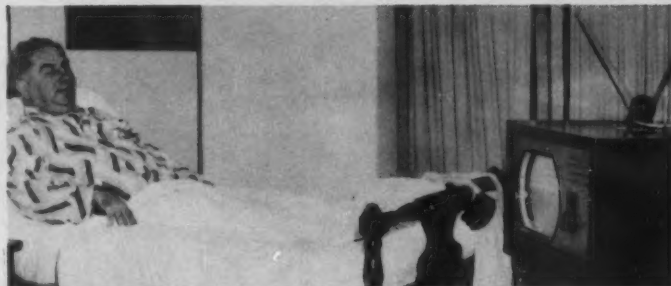
Every Crosley cabinet is made of fine wood—expertly crafted by skilled cabinetmakers. You can offer your customers a choice of mahogany, blond or maple cabinets in authentic styles. There's not a metal or plastic cabinet in the line.



CROSELY'S PRECISION CIRCUITRY ADDS SENSITIVITY—CUTS SERVICE CALLS

30 years of electronic experience go into every Crosley television set. The new and advanced Crosley circuitry is designed to receive sharper, clearer pictures and make field service simple.

TV Rentals Turn Trade-ins Into Profitable Business



"Our rental service to hospital patients keeps our name constantly before the public," says Bill Bigner, Cincinnati Crosley dealer. "Those who rent our sets think of us first when they buy a new TV."

What do you do with your old trade-in sets? Bill Bigner rents them and makes money! Not only does he make extra profits from rentals—but he can now afford to offer higher trade-in allow-

ances toward new, big-screen Crosley TV sets. That means more trade-in business. Bill rents his old sets to hospitals, convalescent homes and business organizations.

**WIN
\$5⁰⁰**

with your best
sales story

Send your story to
"On the Beam,"

Crosley, Cincinnati 25, Ohio

"After installing a television set, or any other appliance, our serviceman calls the store. The store manager asks the customer if she is completely satisfied with the installation and does she fully understand how to operate the set. If she does not, the serviceman tells her everything she should know. This personal interest builds good will, extra sales and cuts down on a lot of useless and expensive service calls." Harry J. Miller, THE LITTLE RADIO SHOP, 607 Wynnewood Road, Phila. 31, Penna.

Give CROSELY
for Christmas

Give CROSELY
for Christmas

Give CROSELY
for Christmas



COLORFUL CROSELY STORE DISPLAYS TO BRIGHTEN YOUR CHRISTMAS SALES

See how Crosley's bright Christmas pixies beckon the window shopper into the store! They can do the same business-catching job for you! Call up your Crosley distributor today. He's ready to put these pixies to work in your window.

**TUNING IN
THE DEALERS**



"About 3 years ago we decided to handle only Crosley. Since then our TV sales volume has increased steadily. Crosley's distributor, The Capital Paper Company, backed us up all the way with plenty of sales and service help. We're convinced our decision to handle only Crosley was one of the most profitable business moves we've ever made."

Mr. R. W. Greenberg, Kirk Furniture Co., Indianapolis, Indiana.



"Price-wise and discount-wise the 1953 Crosley TV line is the hottest on the market. The line is properly merchandised from the low-priced leaders right to the big consoles. Our salesmen find it little trouble to step customers up from the leaders to higher-priced custom sets."

Mr. S. Akerman, Barrett's, Indianapolis, Indiana.



A real winner with the kids! The new Captain Ray-O-Vac flashlight. Sturdy, bright red!

These two winners mean more sales for you!



Meet Captain Ray-O-Vac! He's Stephen Smith of Worcester, Mass.

Young Stephen Smith, here, won out when we searched for a typical American boy that would symbolize our Captain Ray-O-Vac. Captain Ray-O-Vac is the space hero who's featured on the hottest item we've ever had in our line, the "rocket red" Captain Ray-O-Vac flashlight.

Stephen belongs to a brand new, enthusiastic market of 12,505,000 boys age 5 to 14. We're hitting it hard with a jet-propelled push to up flashlight and battery sales all over the country. Be sure you have lots of flashlights on hand and promotion material on display. Your Ray-O-Vac representative will tell you how you can put Captain Ray-O-Vac on your sales staff today. He'll win more-sales for YOU!

The Captain Ray-O-Vac flashlight uses famous Ray-O-Vac LEAK PROOF flashlight batteries. They stay fresh from power sealed in steel.



Gift for every youngster who buys the flashlight: Captain Ray-O-Vac's thrilling Adventure and Game Book.



Power-house selling help from counter cards, window streamers, counter basket display, battery tester.



Traffic-stopping floor stand display. Filled with flashlights and famous Ray-O-Vac LEAK PROOF Batteries.



**RAY-O-VAC
COMPANY**

Stephen S. Worcester
Ray-O-Vac Canada, Ltd.
Windsor, Man.



At staff meeting, sales manager, C. V. Suhotski, explains bonus offer. He points out that Tide is an unbeatable sales-clincher because it outsells the next 3 leading washing products combined. Women just love it!



Traffic increased 50% when customers learned of the bonus offer. Milgate's backed up the tie-in with in-store and window displays, using the free Tide display kit that came with their order for all the promotion aids they needed.

TIDE PROMOTION PLAN TRIPLES CALIFORNIA DEALER'S WASHER SALES

WOMEN'S 3-TO-1 PREFERENCE FOR TIDE MAKES DEALER'S BONUS OFFER RESULT IN 300% APEX SALES GAIN



Original order for Tide was sent in after Apex representative, Arthur Ellwein, spelled out Tide Plan's success in other areas for Milgate's president, W. B. Milgate; partner, Frank Humphreys; and sales manager, C. V. Suhotski.

Aware that a profitable washer promotion depends on the best possible consumer "hook," William B. Milgate, president of Milgate's Appliance Store in San Leandro, California, turned to the Tide Promotion Plan for sales results. He took advantage of Tide's special advertising allowance of \$1.75 per case, and put the Tide Plan to work in his store—giving a year's supply of Tide away free with each Apex washer purchased. Today, Milgate's Appliance Store points to the *continuing* use of the Tide Plan for their bonus offers. They found that Tide's overwhelming appeal to women has increased their Apex washer sales 300%—from 5 washers sold a week to 15 washers sold a week. This is "Bill" Milgate's story of success in San Leandro, California.





As a follow-through, to impress prospects most, Milgate's demonstrated with Tide. They got the maximum performance from their washers—the cleanest, whitest wash possible . . . with no soap film left in the washer.



60th washer sold! After the first month, Milgate's Apex sales were up 300%, from 20 washers sold a month to 60 a month. Milgate's gives the credit to Tide for clinching hesitant sales—and continues using the Tide Plan.

THIS IS THE TIDE PLAN...

It Worked in San Leandro, California — It Can Work for You!

You, as a dealer, can take advantage of Tide's special advertising allowance of \$1.75 per case. (Your cost per case is around \$5.00—almost $\frac{1}{2}$ less than the retail price.) And with your Tide, you also get a colorful free display kit to tell the story of the promotion to your prospects. (The kit will be printed with the name of any washer brand you designate.) You can use your Tide and the display kit to increase your washer sales these *four* tested ways:

1. **Use Tide to build traffic**—offer a free box to each woman who will come in to watch a washer demonstration.
2. **Use Tide for bonus offers**—as an "extra" to swing more sales, offer a free supply of Tide with each washer purchased.
3. **Use Tide for demonstrations**—get the maximum performance from your washers. Tide gives you the cleanest wash possible . . . leaves no soap film. Laboratory tests prove it!

4. **Use Tide for displays**—promote your free offers with Tide and the special colorful display kit that's tailored for you.

Like Milgate's in San Leandro, California, you just can't miss with the powerful Tide Plan. It's *smart* business—*good* business—to let this plan make dollars for you at a cost of pennies!

WRITE FOR

YOUR TIDE TODAY!

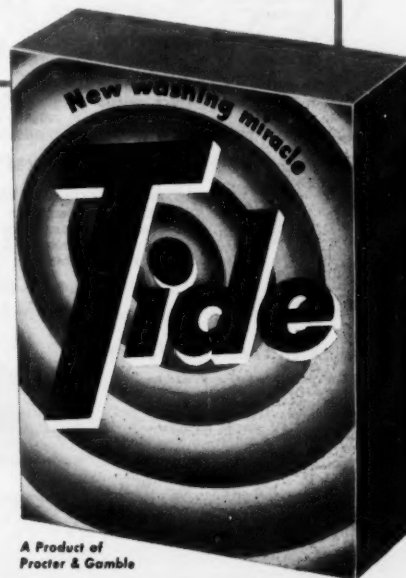
For full details and order form, send a post card to: Box A, Tide Home Laundering Bureau, 1429 Enquirer Building, Cincinnati 2, Ohio.

Tide

**IS YOUR BEST TIE-IN
BET BECAUSE...**

**TIDE IS AMERICA'S LARGEST-
SELLING WASHING PRODUCT
BY 3 TO 1!**

• TIDE MAKES YOUR WASHING MACHINES WORK BEST!



Now-The Queen of Gifts!



**Distinguished For Its Graceful
Contour And Design... An Ornament
To The Finest Table Setting**

Like each of the other widely popular models in the famous EMPIRE Line of Fully Automatic Electric Percolators, this newest addition to the family makes "just wonderful coffee." . . . Every cup the same, every time!

- Simply plug it in—no regulating!
- Automatically stops "perking"!
- Keeps coffee serving hot for hours!

To Retail at
\$9.95

Craftsman fashioned . . . Lustrous aluminum . . . Graceful black plastic handle.

With Cord Set
(Slightly Higher in West)



EMPIRE "Aristocrat" Electric Toaster

Makes that golden brown toast everyone likes! Flat top keeps toast warm. Toast turns automatically by flipping doors. Extra large element. U.L. Listed. Finished in chrome and black.

No. 769—To Retail at
\$4.50

EMPIRE Sandwich Toaster & Waffler

Makes 2 large or 3 small sandwiches—fries bacon, eggs, griddle cakes, grills steaks and chops—right at the table. Waffle grids removable and interchangeable. Cool plastic handles—smart chrome finish.

No. 788—Retailing For \$12.95



THE METAL WARE CORPORATION

NEW YORK
200 5th Avenue

TWO RIVERS
WISCONSIN

CHICAGO
Room 1411A Merchandise Mart

ECONOMIC CURRENTS

How Far Will Credit Stretch?

By the McGraw-Hill Dept. of Economics

CONSUMER credit has had a good deal to do with the pick-up in appliance sales. During the three months following easing of Regulation W, consumer credit increased by one billion dollars. This is one of the fastest spurts in consumer debt on record, near the credit buying level at the time of the Korean outbreak.

Why is consumer debt rising now in these proportions? How far into debt can consumers go? What do credit sales now do to the outlook for sales in the future? These are crucial questions for the retail distributor. Some light is thrown upon them by the recent study of consumer finances by the Federal Reserve Board.

Average income for consumer spending units (families and single individuals) increased from \$3,520 in 1950 to \$3,820 in 1951 according to the Federal Reserve study. This came about through a \$19 billion increase in total consumer income. We may bring this figure up to date by noting that consumer income has gone up by another \$8 billion this year. A reasonable guess as to the present average income would be \$3,950.

THE DOLLAR SLOWS DOWN

Growth in the consumer's dollar income is therefore slowing down. If we turn to purchasing power, we find that incomes are scarcely growing at all.

From 1946 to 1952 the average income increased from \$2,870 to about \$3,950, or 37 percent. During the same period consumer prices have also gone up 37 percent. Taxes take a slightly higher portion of income now. Clearly, the average consumer has not been making much headway, either in income or in ability to buy household equipment, in the last six years.

Nor is the consumer sitting on any growing pile of money. There was a

short spurt of saving in 1951 which cut down appliance sales. As a trend, however, consumers are using up their liquid assets. In 1947, 76 percent of consumer spending units had some liquid assets, compared to 69 percent in 1952. For those who did have liquid assets, the average amount owned dropped from \$890 to \$720 in this period.

WHO HAS MONEY?

Who has this money? Averages are all right, but you can't sell anything to an average. The steadiest rate of increase in income was found among skilled and semi-skilled workers. A larger portion of skilled workers, incidentally, tend to have television, compared to other people in similar income groups.

The self-employed made big gains in income in 1947 and again in 1951, but they otherwise do not show as consistent a rise as other groups. Gains by farmers, service workers, clerical, sales, and unskilled workers move along fairly well with the averages.

Biggest declines in the ownership of liquid assets has been among those above the \$5,000 income level. This has been due mainly to their increased investment in farms, business, corporate stock, and real estate.

The north central and the western regions of the United States have the largest asset holdings, while those in the South have the smallest.

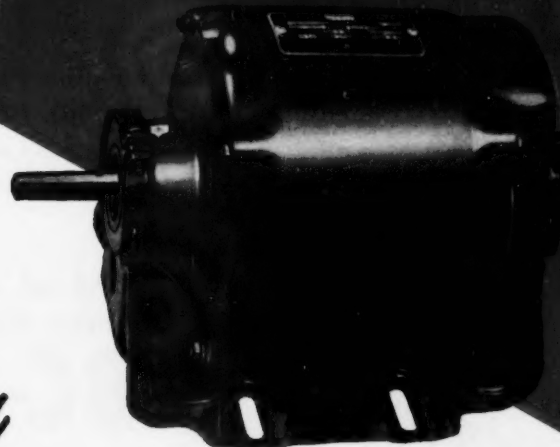
Consumers who want to increase their standard of living or raise families, in these circumstances, turn to borrowing. There isn't much else for them to do, with no great gains in their purchasing power and with liquid assets going down.

Expansion of consumer debt during the postwar period has been closely tied to the broadening of the market (Continued on page 26)



For **GENERAL PURPOSE** use . . .

or **SPECIALIZED** use . . .



There's a
DELCO MOTOR
Built for the job!

**DELCO FEATURES
MAKE
DELCO FINEST**

- Aluminum rotor conductors, end rings and fan blades.
- Oversize steel-backed tin babbitt sleeve bearings.
- Varnish-dipped and baked motor windings.
- Resilient rings of special oil-resistant material.
- Large oil reservoirs cast integrally with end frames.
- Exclusive Delco Thermotron for automatic motor protection.



Name the products you want to power . . . pumps, compressors, power tools, office machinery, or any of hundreds of others. *Whatever* the products, there are Delco motors built to power them . . . and built to serve *longer and better* on the job.

That's because Delco motors are engineered for peak performance, electrically and mechanically. Each part is made to rigid precision standards, and the motors are assembled, inspected and tested to assure dependability and long life.

Find out how Delco motors can serve *your* needs—and serve you *better*. Write Delco Products, Dayton, Ohio, or our nearest sales office.

DELCO PRODUCTS

Division of General Motors Corporation, Dayton, Ohio

SEE YOUR LOCAL DELCO MOTOR DISTRIBUTOR

THE ABC OF MAKING MONEY

A

Smart dealers know there's a tremendous opportunity for SALES and PROFITS in the BIG, NEW, LOW-SATURATION

AUTOMATIC WASHER MARKET

B

By any standard of comparison, there's no finer washer to serve that market, than

ABC-O-MATIC

the washer that's got EVERYTHING!

C

Centric Agitation, with "Shampoo" washing action, is the BIG difference between ABC-O-MATIC and ALL other washers. It's the very heart of ABC's sensational new principle of washing, rinsing and damp-drying . . . the strongest SALES story in the history of home laundering!

Why don't YOU cash in on this golden opportunity? Write or wire for details on ABC-O-MATIC—the key to MORE sales, MORE profits.

ABC

America's Leading Washer and Ironers

ALTORFER BROS. COMPANY
PEORIA, ILLINOIS

uses
soap or
detergents

builders of
washers and ironers
exclusively
since 1909



simple dial
control

automatic
signal
light

fewest
moving
parts

patents
automatic
time

automatic
water

EXCLUSIVE!

"spin-dry"
feature

easy
loading
door

EXCLUSIVE!

3-step
rinsing

smart
cabinet
styling

no-stoop,
top loading

EXCLUSIVE!

"centric"
agitation

EXCLUSIVE!

"spin-air"
drying

no
tangling
of clothes

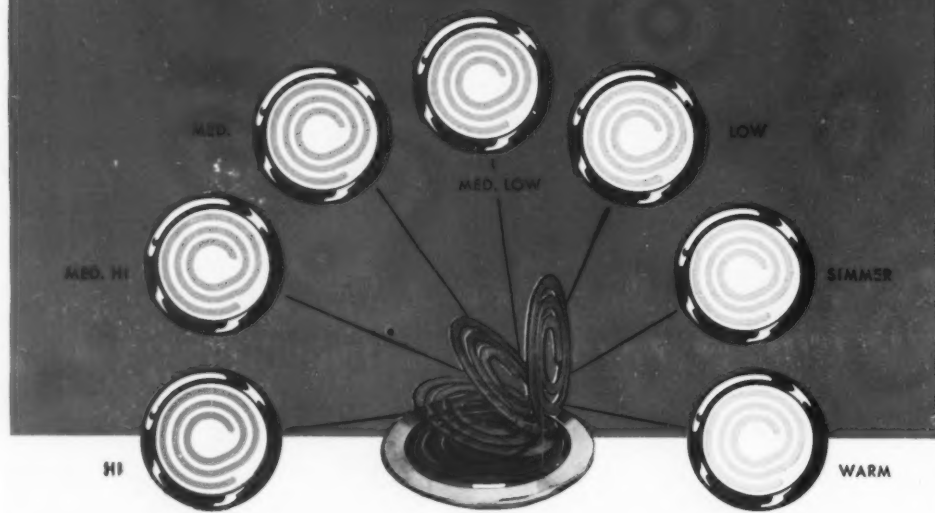
distributes
clothes
evenly

smooth
loading

best bet
for increased
range sales

"simplified cooking"

exclusive with **TK Monotubes**



The NATURAL HEAT Unit for better cooking...NATURALLY!

Best bet for "business at a profit", as dealers everywhere are realizing, is to offer customers "something extra" in performance or convenience. You can offer both with TK Monotubes*. That's why, today, you find Monotubes used as standard equipment on most new electric ranges . . . and why dealers use Monotubes more and more for replacement sales. Monotubes bring users "simplified cooking".

HERE'S HOW!

Monotubes are single-coil surface units. Regardless of how much or how little heat is needed, the homemaker gets instant, all-over heat at every cooking speed, for any size utensil she wants to use. No "inner coil" or "outer coil" cold spots to worry about. And . . . she has faster, more economical heat, also, because the broad, flat coil provides up to 32.8% greater direct-heating

surface (i. e., contact with the cooking utensil).

That's not all! The "swivel action" that makes Monotube "stand alone" permits fast, easy cleaning of the entire range. Spilled foods can be quickly mopped up, easily kept from baking on the drip pan.

You have a decided sales advantage when you sell "simplified cooking" (uniform heat; economical operation; easy cleaning) as offered only by Monotubes. These are features women understand and appreciate, potent sales clinchers for profitable selling.

So . . . take full advantage of the "simplified cooking" story in the ranges you sell; also use it to boost your service and replacement business. Women buy cooking performance, not just heating elements. Remember this in your selling!

*Trademark Reg. U. S. Pat. Off.



TUTTLE and KIFT, INC.

A Subsidiary of Ferro Corporation

1835 N. MONITOR AVE. • CHICAGO 29, ILLINOIS

Economic Currents

CONTINUED FROM PAGE 22

for appliances and durable goods. Consumer debt amounted to about 3 percent of personal income in 1945, and it has risen to 8 percent now. This compares with slightly over 9 percent in the prewar years.

Whether 9 percent or 10 percent of income is a limit on consumer installment debt is anybody's guess. Consumers have been sticking pretty close to their prewar spending patterns in most cases. They may feel, however, that with somewhat larger incomes they can go a little deeper into debt than in the past. There are a considerable number of consumers, reported in the Federal Reserve survey, who have gone into debt to the extent of 20 percent, or even more, of their annual income. Strangely enough, this high percentage of indebtedness occurs more frequently in the low income groups than in the higher ones.

THE LIMIT IS ALMOST REACHED

It would be dangerous to assume, however, that any startling increases in consumer debt would take place beyond 9 percent or 10 percent of income. After all, almost half of the consumers have no debt at all.

Consumers who have debt are more likely to buy new appliances than those who have not. At all levels of income, the survey found a larger portion of consumers with debt planning to buy new durable goods than among those without debt. This was due partly to the fact that the appliance buyers were more generally young people with families than older people who had more liquid assets and less household needs.

What does all this mean to appliance sales in the future? Future appliance sales are obviously going to be based fairly heavily on consumer credit. Consumer dollar income is now gaining slowly; in purchasing power it is practically steady. Liquid assets are less and less a factor in durable goods purchases. Installment credit is a mainstay of sales.

Another \$2 billion of installment credit (both automobile and appliance) could go on the books before consumer debt hit its prewar percentage of income. It is dangerous to assume that debt will climb much higher than 9 percent of income, from its present 8 percent level.

PRECARIOUS BALANCE

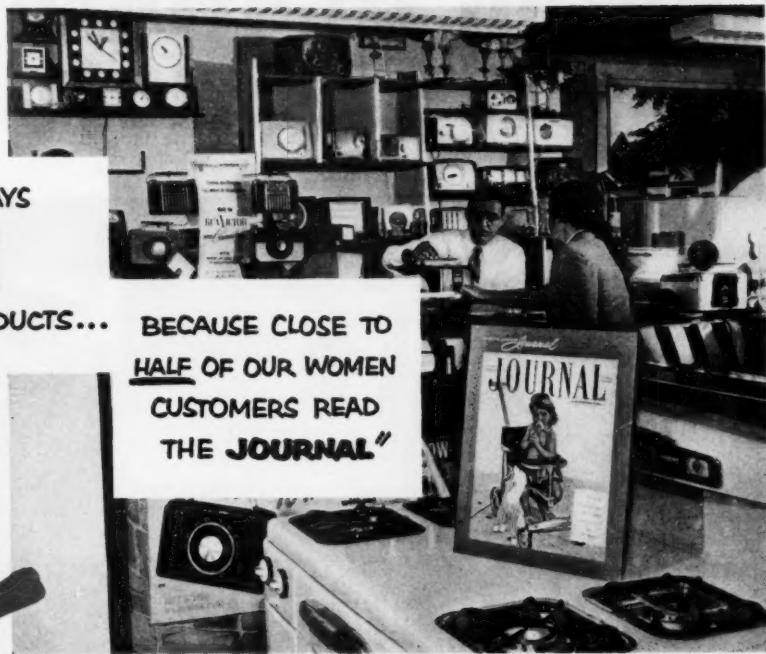
Durable goods sales could go on for about six months at the present rate before consumer debt begins to squeeze. Actually, durable sales are not likely to hold steady for six months due to seasonal buying. But after next spring, when automobile sales and credit take their spurt, the income-debt relation will have come into a precarious balance. Unless some startling new gains in income can be made by then, it would be best not to count on the present level of appliance sales beyond the spring of 1953. Until then, sales volume should be good.

End

William H. Murray, PRESIDENT OF
William H. Murray, Inc., PAOLI, PA., SAYS:



"WE FIND IT PAYS
TO FEATURE
JOURNAL
ADVERTISED PRODUCTS...



BECAUSE CLOSE TO
HALF OF OUR WOMEN
CUSTOMERS READ
THE JOURNAL"



Right you are, Mr. Murray! In a nationwide survey of 70,012 women shoppers, 47.7% stated they read the Journal! We went right into electrical appliance stores for 2,885 of these interviews. So when you feature Journal-advertised products in your store, you know they have a ready, waiting and eager market!

Over 4 1/4 million women buy the Journal every month. Each copy is read by many times this number of women...and their families.

Women are shopping now for these products, advertised in the Journal. How many do you carry, display, feature?

AIR-WAY Sanitizer Vacuum Cleaner
AMERICAN BEAUTY Electric Iron
ARVIN Electric Irons
ARVIN Electric Cook
ARVIN Portable Electric Heaters
BESSEN'S Automatic Dishwasher
BENDIX Washers, Dryers and Ironers
BROIL-QUIK Broilers

CALORIC Gas Ranges
"COMPACT" & "REVELATION" Cleaners and
"POLISH-AIR" Polisher
COOLERATOR Freezers
COOLERATOR Ranges, Refrigerators and Freezers
COOLERATOR Refrigerators
DEVIL-BISS Vaporizers
DOMINION Appliances
DORMEYER Appliances
DULANE FRYRITE Deep Fryer
EASY SPINDLER
FARMERWARE Automatic Percolator Robot
FARMERWARE Stainless Steel Cooking Ware
FEDERAL VOGUE Enamelled Ware
FILTER QUEEN Vacuum Cleaner
FLETCHER'S CAN-WELL Canner
FLETCHER'S ROASTWELL Roasting Pan
FRIGIDAIRE Automatic Dryers
FRIGIDAIRE Automatic Ironers
FRIGIDAIRE Automatic Washers
FRIGIDAIRE Electric Range

FRIGIDAIRE Refrigerators
FRIGIDAIRE Washers, Dryers and Electric Ironers
G-E Automatic Toaster
G-E Automatic Washers
G-E Refrigerator-Food Freezer Combination
G-E Triple-Whip Mixer
HAMILTON BEACH Mixer and Mixette
HARDWICK Gas Ranges
HOLLIWOOD Barbecue Broilers
HOOVER Cleaners
HOTPOINT Automatic Dishwasher
HOTPOINT Automatic Washer and Dryer
HOTPOINT Electric Ranges
HOTPOINT Refrigerators
16-SINK-ERATOR Food Waste Disposer
INTERNATIONAL HARVESTER Refrigerators
JOHNSON'S Wax Electric Polisher and Paste Wax
KITCHENAID Dishwashers
KITCHENAID Food Preparer
LEWIS Stainless Cookware
MAGIC CHEF Gas Ranges

MAYTAG Washers and Gas Range
MET-L-TOP Ironing Table
MIRRO Aluminum Utensils
MIRRO-MATIC Electric Percolator
NIAGARA Deep Massage Machine
PFAFF Sewing Machine
PHILCO Electric Range
PRESTO Cookers
PRESTO Dixie-Fryer
PRESTO Vapor-Steam Iron
PRESTO Vapor-Steam Iron and Ironing Table
REVERE WARE
RID-JID Ironing Tables
RIVAL STEAM-O-MATIC Steam and Dry Iron
and CAR-O-MAT
SETH THOMAS Clocks
SILEX Steam Iron and Coffee-maker
SUNBEAM Coffee-maker
SUNBEAM Ironmaster
SUNBEAM Mixer
SUNBEAM Toaster

TAPPAN Gas Ranges
UNIVERSAL COFFEEMATIC
UNIVERSAL STROKE-SAV-R Iron
VERPLEX Lamps and Shades
VIKING Sewing Machine
VORHADO TURN-ABOUT Window Fan
WEAR-EVER Aluminum Coffee Makers
WEAR-EVER Aluminum Cooking Utensils
WEST BEND Electric Ovenette
WESTCLOX Electric Alarm Clocks and Travel Alarm
WESTCLOX Electric Clocks
WESTINGHOUSE Electric Housewares
WESTINGHOUSE FROST-FREE Refrigerators
WESTINGHOUSE Iron
WESTINGHOUSE Light Bulbs
WHIRLPOOL Automatic Washer
WHIRLPOOL Automatic Washer & Dryer
WHITE Sewing Machine
YOUNGSTOWN Dishwasher
YOUNGSTOWN Kitchens
ZENITH Television



Ladies' Home

Journal

MORE WOMEN BUY THE JOURNAL THAN ANY OTHER
MAGAZINE THAT CARRIES ADVERTISING

Gabriel Heatter's on the air



7:30-7:45 P.M., NYT
See your local paper
for time and station

for Deepfreeze and YOU!

Coast-to-Coast Hookup Every Thursday Night over 530 Stations of Mutual Broadcasting System! Local Tie-in Announcements Identify 3 to 4 Dealers Each Time in Each Station's Market Area!

In addition to the greatest, most complete promotional and advertising program in Deepfreeze history, Deepfreeze now sponsors one of America's greatest salesmen of the airwaves—Gabriel Heatter—in a weekly program designed to pull prospects to your store!

Appealing to both men and women, Gabriel Heatter's news programs are the most popular on the air. They are listened to in over 2½ million homes throughout the country. Heatter's warm, inspiring personality—plus the great conviction of his voice and broadcasting style—will interest more people in your community in

buying Deepfreeze Home Appliances!

But that's not all, by a long shot! At the end of each program is the "hooker" that means extra profits for you. It's a 30-second announcement, delivered by your local station's announcer, giving the names and addresses of 3 or 4 nearby Deepfreeze Appliance Dealers. People in your neighborhood who want to buy will know exactly where to go!

See your Deepfreeze Distributor today! Fill out your floor displays of Deepfreeze Home Freezers and Refrigerators. Gabriel Heatter will help you sell—but you've got to have the merchandise to deliver!



Genuine Deepfreeze Home Freezers

are made in the industry's most complete line and carry the industry's most famous name. A brand-new 11 cu. ft. upright model, just introduced, is the "hottest" news in the business. Six beautiful chest-type models are made in 7, 13, 17 and 23 cu. ft. capacities.

New Refrigerators by Deepfreeze

are the world's only refrigerators with a genuine Deepfreeze Freezer Compartment and "The Door that Stores More." Super-efficient automatic defrosting. Made in a complete line, in sizes ranging from 9.3 to 11.5 cu. ft. There's a model to suit any need and any purse.

WRITE, WIRE OR PHONE YOUR DEEPFREEZE DISTRIBUTOR FOR DETAILS!

Deepfreeze Home Appliances

TRADE-NAME REG. U. S. PAT. OFF.

Remember, only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered trade-name "Deepfreeze." They are made only by Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois. ©1952. Deepfreeze Home Appliances are also available in Canada.

ELECTRICAL MERCHANDISING—NOVEMBER, 1952

The Industry's Most Complete Advertising and Sales Promotion Program!

FULL-COLOR NATIONAL ADVERTISING—



"pre-sells" millions of prospects on Deepfreeze Home Appliances via The Saturday Evening Post, McCall's, Better Homes and Gardens, American Home, Progressive Farmer, and many others!

LOCAL NEWSPAPER ADVERTISING—



appearing in the most powerful papers in major cities over the names of Deepfreeze Appliance Dealers, produces qualified prospects for Freezers and Refrigerators!

DEEPFREEZE MONTH-BY-MONTH PROMOTIONS



are "tuned to the season." They include a timely newspaper ad mat, colorful window banners, direct mail postcards and a premium for each month of the year.

FROZEN FOOD PLAN PRESENTATION—



in full color, tells the benefits of owning a Deepfreeze Home Freezer and includes a food plan which each dealer can tailor to his needs. It helps any salesman sell!

CHECK THESE OTHER VALUABLE HELPS!

- Proven Sales Training Aids, including transcribed sales interviews, sound slide films in color, printed selling tips, personal help from "headquarters" for sales meetings and group demonstrations.

- Colorful newsprint broadsides, line folders, specification sheets, envelope stuffers and counter cards, newspaper ad mats, attractive floor displays, transcribed singing commercials for radio "spots," TV "spots," movie trailers, and many more!

Announcing a brand-new HOOVER

Model 42 Aero-Dyne Cleaner is first to offer these sales-making features



1 **30% More Suction**—for faster, easier *more thorough* cleaning of any carpet—especially deep-piled ones. This demonstration photo shows how suction extends the *full width* of Hoover's "Litter Gitter" nozzle (not strong just in the center, weak at the ends as in so many cleaners).



2 **New Suction Regulator**—thumb switch control cuts down air-flow for dusting draperies—solves problem of cleaning light-weight cotton rugs. Note, too, Hoover's Veriflex hose—lightest, most flexible cleaner hose in the industry. Gives complete freedom of movement, no tiring—even in overhead cleaning.

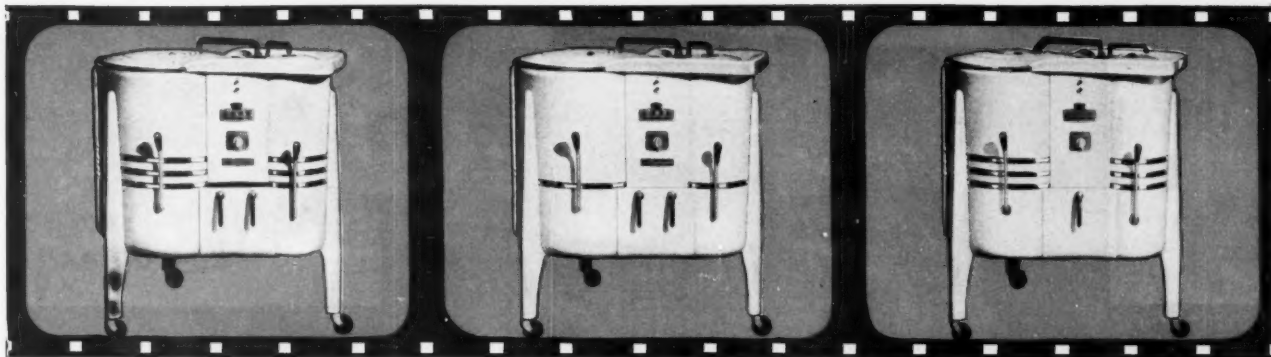


3 **New Throw-Away Bag**—a brand new feature that makes dirt disposal easier than ever before—and it's a *bigger bag* that increases filtering area 50%. Easiest to put in and take out—automatically clamps into position. Bigger bag holds more dirt—doesn't have to be replaced nearly as often as in other cleaners.

It lists for only **\$78.95** with cleaning tools and it's got the greatest line-up of attention-getting, sales-making features to be found in any of the new vacuum cleaners. Full-page ads in leading magazines are telling your customers about these new features right now. They're mighty good talking points to *talk up*, don't you think?

For further information about the new Hoover Model 42, call your local Hoover office or write The Hoover Company, North Canton, Ohio.



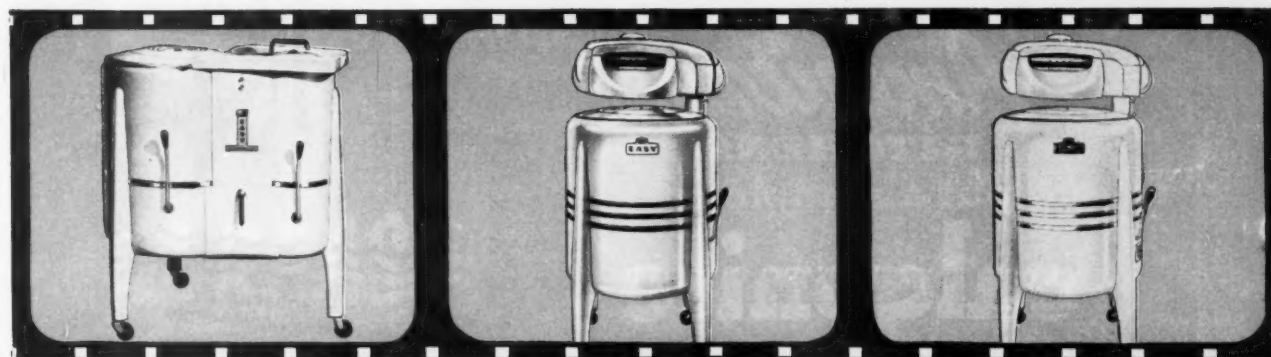


Newest, greatest Model 516 Spindrier with 3-minute Automatic Spin-rinse that changes washday from *hard* to Easy!

New Diamond Jubilee Model J-75 Spindrier has Automatic Spin-rinse, for special Anniversary sales excitement!

Model 524 Spindrier has Spiralator Action, Power Flush-rinse, 2 Swing Faucets that save suds, rinse, fill and drain.

6-Star Picture of EASY's Profit Line!



Model 522 Spindrier has deluxe features and is priced low for real advertising power! Does a week's wash in an hour.

Model 102 Promotional Wringer has massive safety wringer, big family-sized bowl-bottom tub. Priced to sell fast!

The best in Wringers! Model 101 is the only wringer with famous Easy Spiralator roll-over washing action!

and it's backed up by

NATIONAL ADVERTISING

Why do customers come into your store when Easy is featured in newspapers? Because millions of Easy owners through word-of-mouth advertising—and millions of dollars' worth of Easy national advertising—have made "Easy" a family by-word for top-quality washing machine performance.



plus a bag-full of PROMOTIONAL ACTIVITIES

Right now Easy representatives can give you full details on a double-barrelled promotion that combines a tested traffic builder and a spectacular sales closer. Be sure you get the complete story *now* so you'll be set for plus business right through '52.

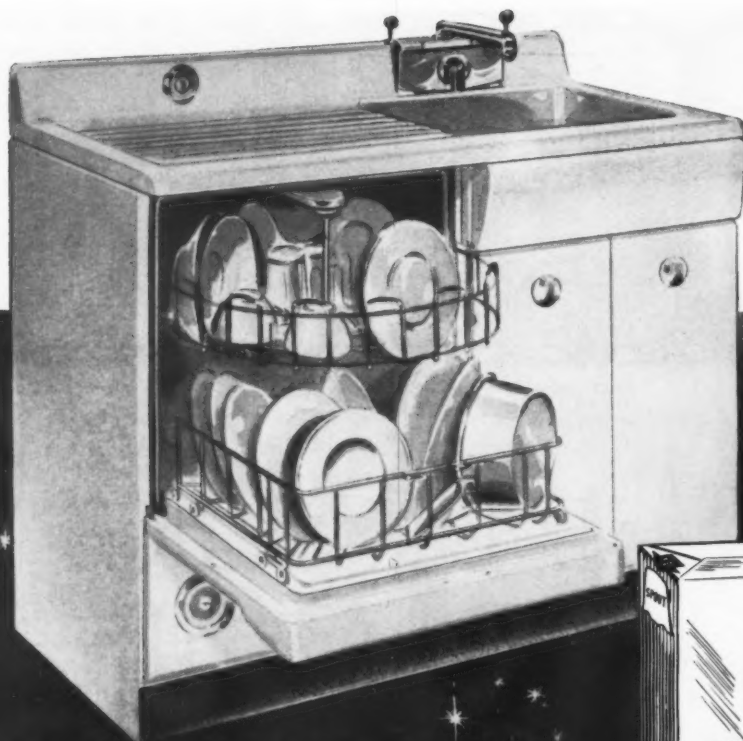


HERE'S a line-up of Easy box office hits that should set new sales and profit records this Fall!

All six Easy washers—from the new Automatic-Featured Model 516 Easy Spindrier to the new Model 102 Economy Wringer—offer your customers solid value, shorter washdays and cleaner clothes.

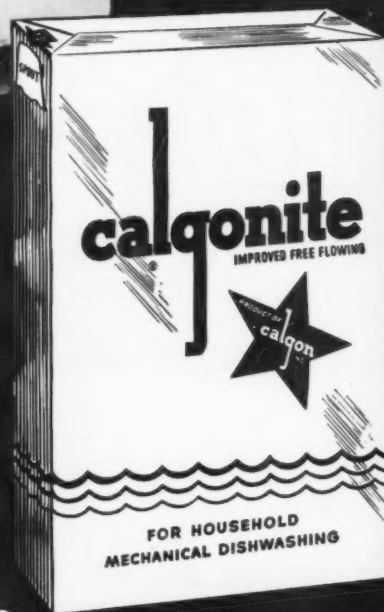
And from the 102 Wringer on up to the top-of-the-line 516 Spindrier, there's a logical selling story—backed by the most dramatic proof-of-performance demonstration in the industry. That's why it's so easy to step-up your customers to the *best*—and pocket those *extra* profit dollars too! Easy Washing Machine Corporation, Syracuse 1, N. Y.





American
KITCHENS
put a sample of
calgonite[®]

in every dishwasher they make



AMERICAN KITCHENS realize that a fine appliance, such as their dishwasher, deserves just as fine a dishwashing compound. To acquaint their customers with a compound like that, American Kitchens put a sample of CALGONITE in every one of their automatic dishwashers.

CALGONITE is the washing compound developed exclusively for use in mechanical dishwashers. It puts an end to washing film. It gets dishes spotlessly clean. At the same time, it leaves the machine itself gleaming—free of scum and film.

PEOPLE LIKE CALGONITE! Once they try it . . . they are sold on it for good. They buy it again and again.

There's a **BIG MARKET** for you in **Calgonite**[®]

Since many leading dishwasher manufacturers recommend Calgonite, you can imagine the great market there is for it.

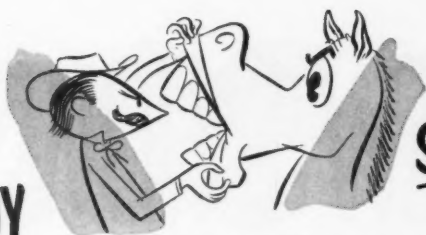
YOU can have a share of this big business!

Make it easy for your customers to pick up their Calgonite in your store. Stock it. Put it out where they can see it. Advertise it.

Put in your order now. If you'd like more information on Calgonite, write to us. You know, Calgonite contains CALGON[®]—the water conditioner that does away with soap film.

CALGON, INC. HAGAN BUILDING, PITTSBURGH 30, PA.

People **BUY**



SUPERIORITY They Can See!



White
QUALITY

14 REASONS

WHY THEY BUY *White*

Automatic Water Heaters—Electric or Gas

When does a customer say, "I'll buy *this one*?" It's when you show him *proof* that *this "one"* is a better product than any other he has seen. Even your shrewdest "Horse-trading" customer quickly decides he'll buy *White* when you show him *fourteen* different kinds of proof that *White* is right!

Besides such effective sales-closers as "6.9% more hot water" (electric) and the exclusive "Film of Flame" (gas), every *White* Water-Hotter offers no fewer than *FOURTEEN* quick-selling quality features. Each one of them *proves White's* superiority . . . to name just one, BUTT WELDED TANK CONSTRUCTION. Each one of them means *more money* in your pocket.

For a complete list of "Fourteen reasons why they buy *White*," write your distributor or direct to *White* today!



6.9% MORE HOT WATER

than most utility requirements, in electric models, because *White's* exclusive Water-Hotter baffle diffuses and tempers incoming cold water.

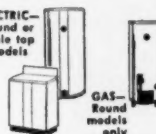


FILM OF FLAME

Single port burner in gas Water-Hotter means **NO** clogging—ever. Amazingly fast "pick-up" for **PLENTY** of hot water when you want it.

ELECTRIC—

Round or table top models



GAS—
Round models only

NATIONALLY ADVERTISED



Mail Coupon for Facts about Profit-filled Features!

WHITE PRODUCTS
MIDDLEVILLE,

CORPORATION
MICHIGAN



WATER HOTTER

Water Heating Specialists Since 1930!

WHITE PRODUCTS CORPORATION—Dept. M-11
Middleville, Michigan

Please send us the *White Proved Profits* story with "Fourteen reasons why they buy *White*." My business letterhead is attached.

My Name _____

Address _____

City _____ Zone _____

County _____ State _____

2 GREAT NEW SHOWS TO

ON RADIO



the BING CROSBY SHOW

SELLING
G-E MAJOR APPLIANCES
Every Thursday Night on CBS

9:30 EST • 8:30 CST • 7:30 MST • 6:30 PST

Songs as only Bing can sing them! A refreshing half-hour packed with easy-going humor and matchless music!

AND FEATURING:

• **Famous Guest Stars** including: Humphrey Bogart, Lauren Bacall, Gary Cooper, Marlene Dietrich, Judy Garland, Jimmy Stewart, Fred Astaire, the Bell Sisters, Rosemary Clooney, Louis Armstrong, Joe Venuti, the Crosby sons (when they're not in school), and many others.

• **John Scott Trotter's Orchestra** featuring such great artists as Red Nichols and Ziggy Elman on the trumpet; Perry Botkin on the guitar; Matty Matlock, clarinet; Ted Vesely, trombone; Buddy Cole at the piano and Nick Fatool on the drums.

• **Jud Conlon's Rhythmairs**

Last year millions of radio homes throughout the country tuned in the Bing Crosby Show each week! This year he is expected to be more popular than ever!

Sponsored by the General Electric Co., Major Appliance Division, Louisville 2, Kentucky

THIS FALL YOUR
CUSTOMERS WILL BE
HEARING AND SEEING
MORE ABOUT
G-E APPLIANCES
THAN EVER BEFORE!

BING CROSBY ON RADIO • Joan Davis and Fred Waring on TV • Every Leading Consumer Magazine • Hundreds of Local Newspapers • Television plus radio plus magazines plus newspapers gives you the biggest appliance advertising program ever offered . . . delivers hard-selling messages to every community. Support this tremendous advertising program locally—it can pay off with more sales in your store.

SELL G-E APPLIANCES!

ON TELEVISION

the JOAN DAVIS show

"I MARRIED JOAN"

**SELLING G-E MAJOR
AND SMALL APPLIANCES
Every Week on NBC-TV**

On most Stations: 8:00 EST • 7:00 CST

See your local newspaper for Mountain and Pacific time zones

Here is the sensational new TV show that the whole country will soon be talking about!

"I Married Joan" is a situation-comedy show especially written to let Joan Davis display all of her many talents! Joan is at her wonderfully funny best in this half-hour of sparkling comedy! You'll laugh till your sides hurt as she provokes her husband (played by Jim Backus) into rib-tickling mayhem!

For four straight years Joan was acclaimed by over 600 radio editors as "Queen of Comedy." She has appeared in dozens of well known movies including: "Sweetheart of the Fleet," "Kansas City Kitty," and "Hold That Ghost."

And now this world-famous comedienne who originated the saying, "I love that boy" is going to be saying "I love those General Electric Appliances!"

Sponsored by the General Electric Co., Major and Small Appliance Divisions,
Louisville 2, Ky., Bridgeport 2, Connecticut

Something to think about. Independent surveys indicate that already 53% of your women customers prefer General Electric Appliances to all others! The tremendous impact of G-E Appliance advertising should make this preference grow even greater! Your success in business is most assured when you advertise, promote, and sell General Electric Appliances!



NOW, MORE THAN EVER—

**IT PAYS TO
CONCENTRATE
ON GE!**

GENERAL  ELECTRIC

Live wire customers!

—these millions of appliance prospects with

YOU know that the best appliance prospects are those families who are most active in improving their homes. But do you know that the 3½-million readers of Better Homes & Gardens undertake nearly 1¼-million home-improvement jobs a year? Furthermore, 7 out of 10 families who are building new homes read BH&G!

That's why you know BH&G families are always in the market for new appliances!

And back of it all is BH&G itself, which constantly offers its readers a stream of practical ideas for making life richer, more enjoyable.

So in BH&G, appliance ads get a closer reading and a real follow-through—from readers with *BUY* on their minds.

BH&G **BUY**OLOGICAL BRIEFS

- *IN THE NEXT 12 MONTHS, 900,000 BH&G families say they intend to buy major appliances.*
- *LEADING VACUUM CLEANER MANUFACTURERS report BH&G outpulls all other magazines 2-to-1 with 65% sales on follow-ups.*
- *APPLIANCE DEALERS, in Magazine Service Bureau survey, select BH&G as their greatest selling aid among all magazines!*

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

BUY ON THEIR MINDS!

BUY

BUY

Better Homes and Gardens

Serving more than 3,600,000 families
November 1952 • 25c in Canada

Serving more than 3½-million families—screened for the
BUY ON THEIR MINDS!

There's an easier way to close the deal...



emphasize the "DULUX" finish

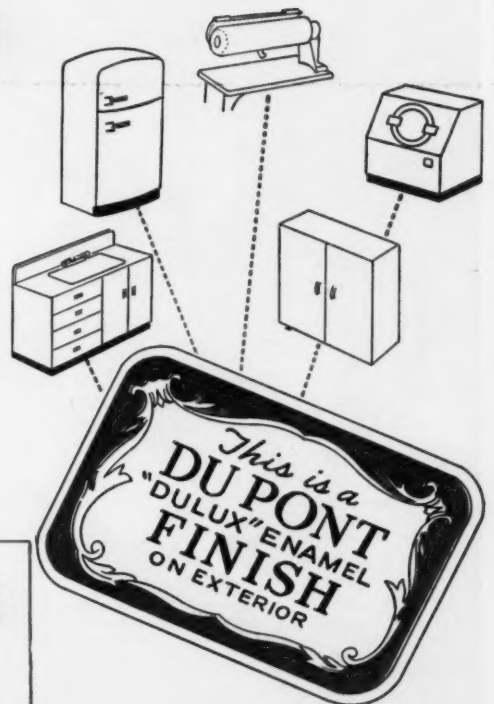
REG. U. S. PAT. OFF.

This is the hard way. And what does a "big production" wind-up get you? The cold shoulder? Why don't you tell them the appliance is finished with Du Pont DULUX Enamel? That way, it's easy!

More and more sales-wise dealers are pointing out that DULUX Enamel on appliances resists marring, scratching, grease stains, or cracking even if the metal is dented! And DULUX—one of a long line of widely respected products from the Du Pont laboratories—stays sparkling white for years of handsome service in the home.

Has the DULUX story been instrumental in promoting sales? It has helped move well over 25,000,000 refrigerators and hundreds of thousands of other appliances!

So emphasize the finish when you sell. It's really the easier way to close the deal.



REG. U. S. PAT. OFF.

150th Anniversary

Better Things for Better Living
... through Chemistry

DULUX enamel

REG. U. S. PAT. OFF.

America's leading home appliance finish

CHEMICALLY ENGINEERED TO DO THE JOB BETTER

**More appliance dealers use
Commercial Credit financing
than any other national plan**

NO NEED TO TIE UP WORKING CAPITAL

The COMMERCIAL CREDIT PLAN offers dealers everything they need in the way of financing . . . from wholesale financing of floor stocks right down to the last detail of retail financing, credit investigation, collection, adjustment and prospect follow-up. This plan enables dealers to free their working capital for use in their business.



COMMERCIAL CREDIT HELPS MAKE SALES — Shown here (right) talking to two members of his organization is Mr. J. H. Baine, Jr., Vice President of The Crenshaw Co., Memphis, Tenn., users of the COMMERCIAL CREDIT PLAN throughout their entire 14 years of business. The Crenshaw Company likes the flexibility and complete service COMMERCIAL CREDIT offers . . . also the aid that it gives customers in buying products they couldn't afford to buy outright.



FIND OUT HOW COMMERCIAL CREDIT HELPS BUSINESS LOOK UP — Ask your distributor for a copy of "Buy and Sell with Sound Financing," or contact your nearest COMMERCIAL CREDIT office. This interesting pamphlet gives complete details on COMMERCIAL CREDIT's many benefits. There is no obligation.

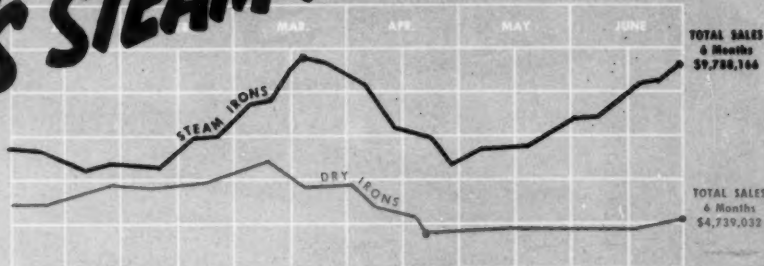


**COMMERCIAL CREDIT
CORPORATION**

A subsidiary of Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000 ... offices
in principal cities of the United States and Canada.



NOW, IN IRON SALES -IT'S STEAM IRONS...2 to 1



*This chart, based on NEMA figures for the first six months of 1952, graphically shows the phenomenal growth of steam iron sales and dramatically demonstrates their tremendous importance to retailers. In this period alone, the dollar volume of steam irons at manufacturers' selling prices was approximately twice that of conventional irons.

and your best sales bet is

CASCO STEAM and DRY IRON



NATIONAL ADVERTISING that pays off!

16 Ads in 15 Weeks
right up to the Peak
Xmas Selling Season...
telling your customers
about these Casco...



FEATURES WOMEN WANT MOST!

No Distilled Water to Buy... Anywhere!

Casco saves users up to \$15 a year... on water alone! Casco is stainless steel inside... completely corrosion-proof!

No Stingy, Drop-at-a-Time Steaming!

Casco gives **VOLUMES** of steam for up to 1 1/2 hours. No refilling every 20 minutes!

No Scalding Water to Empty!

New M-T spout empties iron when water is cool — not scalding hot!

A SELL-OUT!

CASCO'S FAMOUS BLUE CHIP OFFERS GIVE

OVER 41% PROFIT

TO RETAILERS! ✓

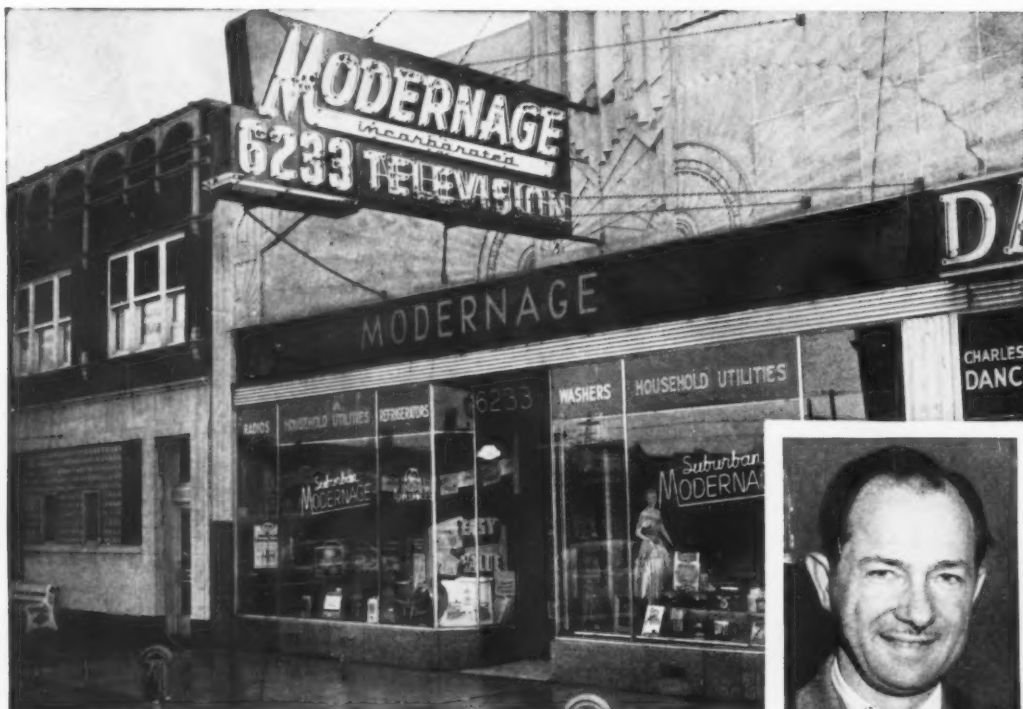
Although it has been necessary for Casco to terminate their Blue Chip Offers to jobbers because of an over-sold condition, your jobber may still have a few Extra-Profit Blue Chip Offers for you.

CHECK YOUR JOBBER NOW!

DEPENDABLE PRODUCTS FOR
OVER A QUARTER CENTURY



CASCO PRODUCTS CORP.
BRIDGEPORT 2, CONN.



Suburban Modernage, Inc., 6233 Cermak Road, Berwyn, Illinois



Frank Lhotka



Joe Veverka

How giving people something for nothing helped build a million dollar appliance volume

Five years ago, Joe Veverka and Frank Lhotka opened for business with free gifts for everyone. It went over so well with customers that they've been giving away things ever since—and making it pay . . .

"YOU WANT to keep your customers coming back? Give them something for nothing once in a while!" So says Joe Veverka who, with his partner Frank Lhotka, bought a \$70,000-a-year appliance business five years ago and built it into an operation now grossing \$1,000,000 annually.

The power of "something for nothing" was one of the first things Joe, a former painting contractor, and Frank, an ex-liquor store owner, learned about appliances. In November, 1947, when they bought Suburban Modernage, Inc., at 6233 Cermak Road, Berwyn, Ill., they started off with a grand opening at the store.

They had gifts, refreshments and entertainment for everyone. There was a drawing for attractive prizes. The turnout was terrific. People talked about it for months.

But they didn't just talk. They came in to buy. Almost immediately, sales at Suburban Modernage

turned upward—the way they've been going almost without interruption ever since.

"That grand opening was the best thing that ever happened to us," says Joe. "We put it on to let people know the store was under new management. What we learned that first week has been paying off for five years.

Why it works

"It's as simple as this: When a guy is drinking your coffee, he can't help thinking you're a pretty decent Joe. I've seen it work on me. I drive my car in for a tankful of gas and the station attendant gives me a free windshield scraper. I pay him \$3.50 for the gas and the scraper costs him maybe three cents. Yet the next time I need gas, I'll drive out of my way to buy at his station. Why? Because he gave me something that I didn't have to pay for."

(Advertisement)

The idea has become a fixture at Suburban Modernage. Every customer gets a little gift with his purchase. Sometimes it's a box of candy, sometimes a pen and pencil set, or a useful household gadget. And, of course, the youngsters always get candy or a balloon.

Frank says customers have come to expect it. Sometimes when the salesmen forget about the gift after closing a sale, customers now remind them!

The Suburban Modernage open house, an event held every November since 1947, gets bigger and more successful every year. Last year it ran from Saturday to Saturday. Using the theme, "Golden Key to Modern Living," the promotion centered around a gold-painted treasure chest full of envelopes containing merchandise certificates.

Gold-painted keys were given to visitors thruout the week. On the final day, those whose keys fitted the treasure chest lock won prizes ranging from toasters to \$300 kitchen sink and cabinet combinations.

"People were lined up for blocks to try their keys," Frank said. "You never saw so much excitement. One woman who won fainted. And all during the week, you'd have thought there wasn't another appliance store in the neighborhood. Everybody was in our place watching demonstrations by our distributors, asking questions about appliances or just sitting, free-loading on coffee and pancakes."

They like competition

The ability of Joe and Frank to turn handouts into

profits is only one side of their operation. Another is that they believe competition helps them sell.

"Nearby competitors bring traffic into our trading area," Joe explains. "People like to shop around when they buy appliances. And we have confidence in our ability to get our share of the business.

"We can be confident because we have the finest franchises in the city. I buy for the store the same way I buy for myself. I usually take just a few units of a new line at first and give them a thorough testing. If I'm not satisfied, out they go.

"Besides that, we know our prospects and they know us. They respect our reputation for fair dealing. As a painting contractor, I was in pretty nearly every house in Berwyn at one time or another. And Frank made hundreds of friends when he was in the liquor store.

"Most of the folks in this area are Bohemian. You have to understand them and get their confidence or you don't sell them. For example, success doesn't breed success when you're dealing with these people. If a merchant appears too prosperous, they're likely to take their business to someone else. It hasn't worked that way in our case because they feel that we give them something back thru our gifts and open houses.

How they sell

"Like people anywhere, our prospects respond to imaginative salesmanship. When we dramatize the selling features of an appliance, we sell more. The Chambers range, for instance, is noted for its heat-retaining qualities. So to dramatize this point, we put a large ham in a Chambers oven the other day and turned on the heat for 45 minutes.

"Then we moved the range out on the sidewalk where there is no gas connection, of course. We put up a sign explaining that the ham is still cooking, but that instead of using gas for the four hours usually required for a ham this size, the Chambers did the job on only 45 minutes of gas. Demonstrations like that mean something to people who have to watch their nickels and dimes."

A year ago, Frank and Joe experimented with an outside selling crew. They put 15 men on the street ringing doorbells to sell ranges. Although the venture created a lot of good will, it produced little else. The overhead, they report, was too great for the number of sales made.

Today, they have an outside selling force of a different type. Men employed full-time in large plants nearby work part-time for Suburban Modernage. They are trained to sell and supplied with catalogs and price lists to help them sell appliances to the people with whom they work. This has proved to be a profitable arrangement. The part-time salesmen make good commissions and the store takes in extra volume at little increase in operating costs.

Neighborhood promotion that pays

Frank and Joe agree that participation in community activities is good business. Each is a past president of the local chapter of the Lions Club. Frank is now president of the Cermak Road Business Association. The store presently sponsors no less than six bowling teams.

"Naturally, we spend the largest share of our promotion money locally on our open houses and support of community activities," Frank says. "But when it comes to advertising media, we prefer the newspaper. We use local papers and foreign language papers in this area and the Chicago Tribune."

They take advantage of the Tribune's large circulation in the Berwyn area thru that newspaper's Selective Area plan. Under this zoned circulation plan, Suburban Modernage gets big-space ads featuring the store name at costs as low as one per cent of regular rates.

Selective Area campaigns are paid for jointly by



Frank Lhotka (left) and Joe Veverka check their store name and address in a Chicago Tribune Selective Area ad. Joe calls these campaigns "the strongest advertising we use."

manufacturers and distributors of the advertised line and dealers thruout Chicago and suburbs who sell the line. But unlike conventional co-operative advertising, Selective Area gives each dealer virtually the full benefit of the advertising in his own trading area.

Their strongest advertising

"Selective Area campaigns are our most economical form of promotion considering our cost per family

reached," says Joe. "Not only that, but we get mostly full page ads, many of them in color.

"We check our advertising carefully. After one of our ads runs in the Tribune, phone and personal inquiries for the advertised item nearly always increase noticeably. Following a recent Frigidaire ad, we sold out completely. We've had similar results with Easy, Admiral, General Electric, Maytag, Zenith, Westinghouse and others. That's why we regard these Chicago Tribune Selective Area campaigns as the strongest advertising we use."

MANUFACTURERS:

Selective Area advertising pays off for the dealers. It can build greater sales and profits for you in the big Chicago appliance market.

When you build your Chicago promotion around the Tribune's plan, you enable your dealer to use his own advertising funds to greater advantage. You give him hard-hitting, big-space advertising over his own name—the kind of advertising he knows to be most effective in his trading area.

You give him results he can see and appreciate at costs far below what he would otherwise have to pay for such powerful advertising. Like no other pro-

motion aid you can provide, Selective Area results can win the dealer's enthusiastic support for your line.

To date, more than \$2,500,000.00 has been invested in Selective Area advertising by appliance dealers, distributors and manufacturers, providing powerful proof that the Tribune's plan gets the kind of results you want your advertising to produce.

Start getting a bigger share of Chicago's important appliance volume now by giving your dealers more help in moving your line in their own neighborhoods. Get the facts about Selective Area advertising from your Chicago Tribune advertising representative.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Advertising Sales Representatives:

Chicago
A. W. Dreier
1333 Tribune Tower

New York City
E. P. Struhsacker
220 E. 42nd St.

Detroit
W. E. Bates
Penobscot Bldg.

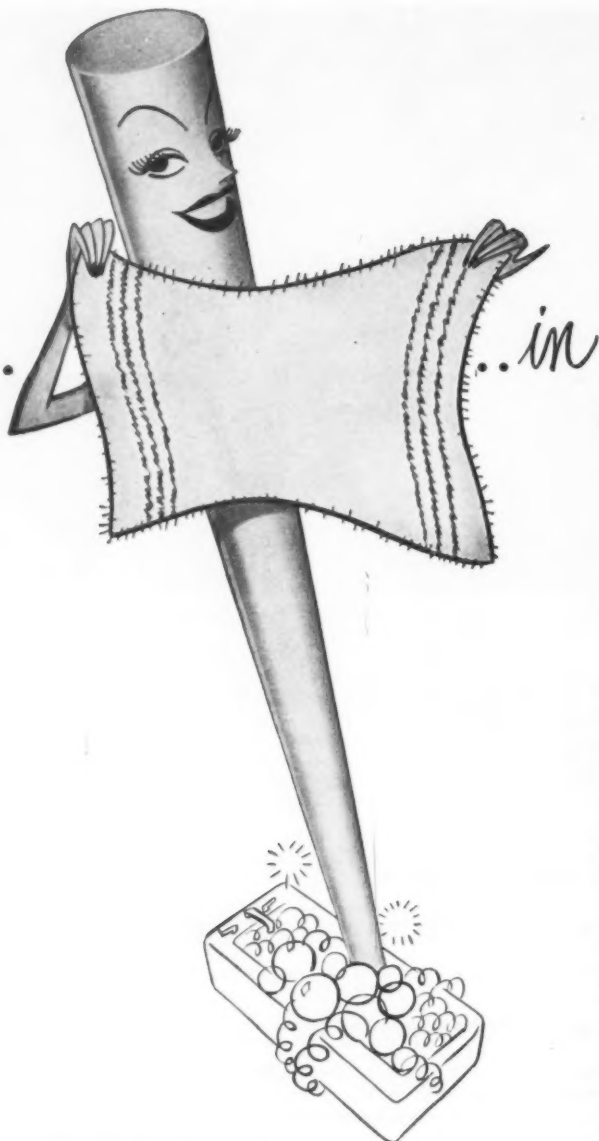
San Francisco
Fitzpatrick & Chamberlin
155 Montgomery St.

Los Angeles
Fitzpatrick & Chamberlin
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

(Advertisement)

I'm
hot
stuff..



WATER HEATERS

Here's one of the hottest sales stories of the year. Today, your customers want a water heater that will *last*. And that's the story of the Dow Magnesium Rod . . . efficient corrosion protection, longer tank life, cleaner, clearer water.

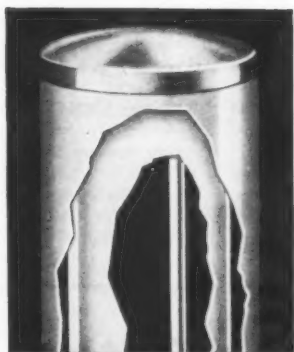
It's the simplest story there is to tell. Corrosion attacks the magnesium rod instead of tank walls. The rod guards against corrosive leaks . . . gives cleaner water.

And it's the most effective story!

Dow pioneered the use of magnesium rods for heater protection. The Dow name is one your customers know and will depend upon.

Try it and see. Ask your water heater manufacturer for a product protected by Dow Magnesium Rods. Then tell your customers the story. You'll see why Dow Magnesium Rods are "hot stuff" in water heaters.

DOW



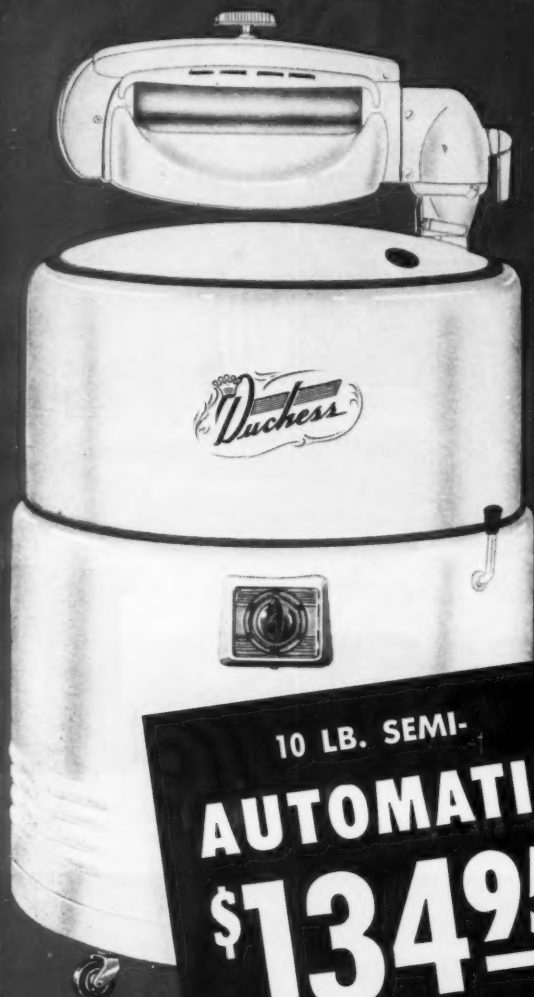
MAGNESIUM RODS

THE DOW CHEMICAL COMPANY

Magnesium Department • Midland, Michigan

New York • Boston • Philadelphia • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada





10 LB. SEMI-
AUTOMATIC
\$134⁹⁵



FULL 8 LB. CAPACITY
\$99⁹⁵



**DUCHESS
AUTOMATIC
CLOTHES DRYERS**

Fully automatic, because the Duchess shuts off when clothes reach preser dryness — not when the time runs out. Models for electric, city gas and LP-gas at sales-clinching prices.



**DUCHESS
DEHUMIDIFIERS**

At \$129.95 the Duchess Dehumidifier beats most competitive price tags with full profit for you. Compact, attractive design. Easily portable. 12,000 cu. ft. capacity. A trial demonstration sells it.

LOW PRICES • FULL MARKUP • BIG VOLUME
The Duchess Has 'Em for YOU!

Without price, profit and volume you can't win today OR tomorrow. The Duchess has 'em ALL . . . Low prices — beginning with the value-packed A2-O at only \$99.95 and the giant A15-O semi-AUTOMATIC for only \$134.95 — carry full profit for you. Step-ups to deluxe and super deluxe models assure satisfying volume in any price range . . . Have good times with the Duchess NOW — don't wait for '53. Boost your business NOW.

WIRE OR PHONE COLLECT for name of your Duchess Distributor.



Duchess

APPLIANCE MFG. CO.
ALLIANCE, OHIO



POWER-CHEF

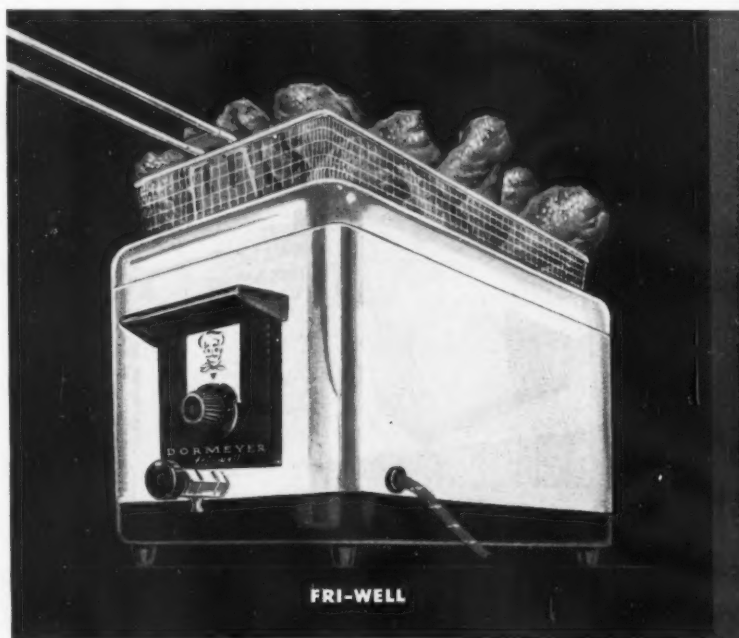
for Christmas Profitssell

(the year 'round)

To "jingle the bells" on your cash register . . . just show a housewife a gleaming display of Dormeyer appliances. From the famous Power-Chef to the brand new Broil-Well broiler-rotisserie, the big Dormeyer family really appeals to her possessive nature. Yes, whether she herself does the buying or, instead, drops those pre-Christmas hints to her family . . . she wants Dormeyer—she knows there's no finer name in appliances. For your Christmas profits, for extra year-'round profits—*sell* Dormeyer.

Dormeyer Corporation, Kingsbury and Huron Streets, Chicago 10, Illinois.

In Canada—Fox Agencies Limited, Port Credit, Ontario



FRI-WELL

FRI-WELL Deep-fries to a turn! Perfect, too, for cooking soups, stews and casseroles, and for small-batch baking. Automatic thermostat means just-right results every time. Monotube heating cooks quickly, thoroughly. Safe, neat Drain-Away Faucet. Guaranteed. 29.95

POWER-CHEF Grinder-juicer-mixer—all three, and deluxe! Includes all accessories at no extra cost. Built-in power drive—no awkward adapters. Dial selector with 10 recipe-tested speeds. Magic-Mix Arm, automatic beater release. Portable mixing head. Guaranteed. 46.50

A big 2-page ad (like this one) will run in the Dec. 6th POST...

**Order Now!
Tie In! Cash In!**





BLENDER



BROIL-WELL

America's buy-word in better appliances

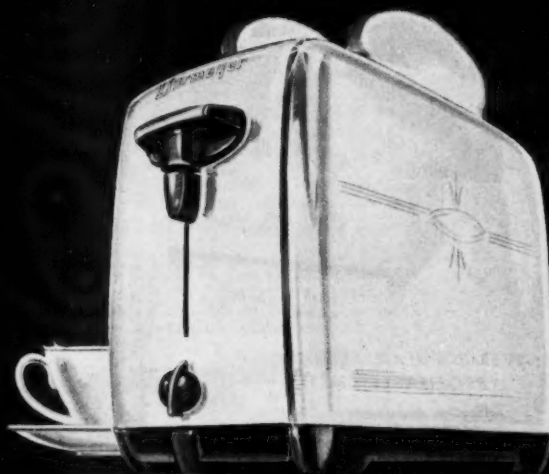
Dormeyer



"DORMEY"

"DORMEY" Handiest help in the kitchen! Carry this lightweight portable mixer anywhere, use it easily with one hand. Has big-mixer features: dial selector with five full-powered speeds, full-size beaters with fingertip release. Stands on end for easy draining. Guaranteed. 19.95

BLENDER Makes literally hundreds of treats—from Dad's holiday egg-nog to Baby's puree. Hurricane action—those blades turn at 22,000 r.p.m.!—liquefies, mixes, whips, shreds, grinds, grates or pulverizes in just seconds. Hi-speed Motor never needs oiling. Guaranteed. 34.95



TOASTMAKER

TOASTMAKER Has extra-wide wells—even toasts rolls and muffins. Completely automatic—just set the Toast-Timer and the toast pops up, browned just the way you want it. Check-It Lever—you can have two different shades of toast at one setting. Guaranteed. 17.95

BROIL-WELL Brand new! Extra-large broiler for big sizzling steaks and roasts, automatic revolving rotisserie for real old-fashioned spit barbecues. Dozens of other wonderful uses for broiler and handy electric-grill top. Infra-red heat cooks super-quick. Guaranteed. 49.95

For a full Christmas stocking...

Stock the full HARDERFreez LINE!



Sales-building uprights! Sales-building chests!
**Six models in all—One to fit every
 customer's preference and purse!**



13, 18, 25 and 30 cu. ft.
Uprights.

← **FAST-FREEZING,
 FAST-SELLING UPRIGHTS!**

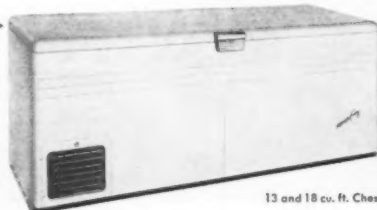
FASTER FREEZING! Famous HarderFreez Plate Coils serve as shelves on which food is stored, assure faster freezing—provide greater cooling efficiency and lower operating cost. **TAKES UP LESS FLOOR SPACE!** 30 cu. ft. model 60" x 30"—25 cu. ft. model 46" x 28"—18 cu. ft. model 46" x 28"—13 cu. ft. model 34" x 28". **MAXIMUM CONVENIENCE!** Separate compartments—for systematic frozen food storage, quick easy removal.

This Christmas and every Christmas, there'll be a Yuletide stocking filled to overflowing with big cash profits—for dealers who stock and *sell the complete line* of HarderFreez Home Freezers! And it's easy to see why! Whatever the size, whatever the model—there's a HarderFreez combination to fit every family need, and budget, too! No lost sales! No lost profits! The complete HarderFreez line *sells*—and sells them all!

HarderFreez is going places in '53—in a market that hasn't even approached saturation! Watch for important announcements! For a profit-filled Christmas stocking in '53, start the New Year right—*Stock the full HARDERFreez LINE!*

**EVER-POPULAR, EVER-
 PROFITABLE CHESTS! →**

Attractive, modern design... white, baked-on enamel finish... hermetically-sealed, slide-out compressor—5 year warranty... welded steel shell... single, self-balancing safety lid... exclusive center plate coil for freezing efficiency... adjustable wire dividers... ventilated, recessed base... outstanding value with dependable efficiency proved in many thousands of homes!



13 and 18 cu. ft. Chests

**A few profitable franchises are still available—write, wire or phone
 for money-making details!**

HARDERFreez Division, TYLER FIXTURE CORP., Niles, Michigan





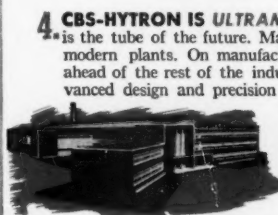
1. CBS-HYTRON IS FAMOUS... EASY TO SELL. The magic letters "CBS" are plugged for you on radio and TV station breaks... 102 BILLION times a year! CBS is known and respected by *all* your customers. CBS-Hytron is the profitable brand with endless sales assistance.



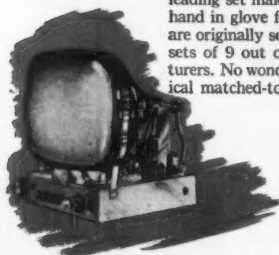
2. CBS-HYTRON SPECIALIZES IN RECEIVING TUBES. Since 1921, CBS-Hytron has concentrated on receiving types. Practice makes perfect. Put those years of know-how to work for you. Let time-proved CBS-Hytron dependability cut call-backs... make more money for you.



3. CBS-HYTRON LEADS IN TV TUBES. You know them. CBS-Hytron TV originals: 1AX2, 1X2A, 6BQ6GT, 12A4, 12B4, 12BH7, 12BY7, 12BZ7, 25BQ6GT, and the original rectangular 16RP4. Even CBS-Hytron standard TV tubes are designed-for-TV... tested-for-TV... to give you peak performance and profit.

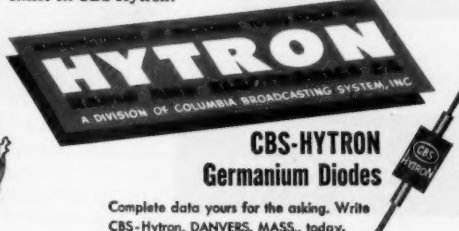


4. CBS-HYTRON IS ULTRAMODERN. CBS-Hytron is the tube of the future. Made in the world's most modern plants. On manufacturing equipment years ahead of the rest of the industry. CBS-Hytron advanced design and precision construction keep you always ahead. Give you tomorrow's trouble-free performance today.



5. CBS-HYTRON IS MATCHED-TO-THE-SET. Combined engineering skills of leading set makers and CBS-Hytron work hand in glove for you. CBS-Hytron tubes are originally set-engineered right into the sets of 9 out of 10 leading set manufacturers. No wonder CBS-Hytron is your logical matched-to-the-set replacement tube.

IT PAYS TO BE FUSSY! Just any standard brand won't do. If you want: Trouble-free, advanced performance. Maximum customer satisfaction. Minimum call-backs. More profit. Five big reasons point the way: Insist on CBS-Hytron!



CBS-HYTRON
Germanium Diodes

Complete data yours for the asking. Write
CBS-Hytron, DANVERS, MASS., today.

New LOW PRICE! Same

SELECTO-DRY CONTROL

No guessing about control and dial settings with the Thor Automatic Clothes Dryer. Just set and forget it ... the clothes will automatically shut off the dryer when they have reached the desired degree of dryness.

GAS OR ELECTRIC MODELS



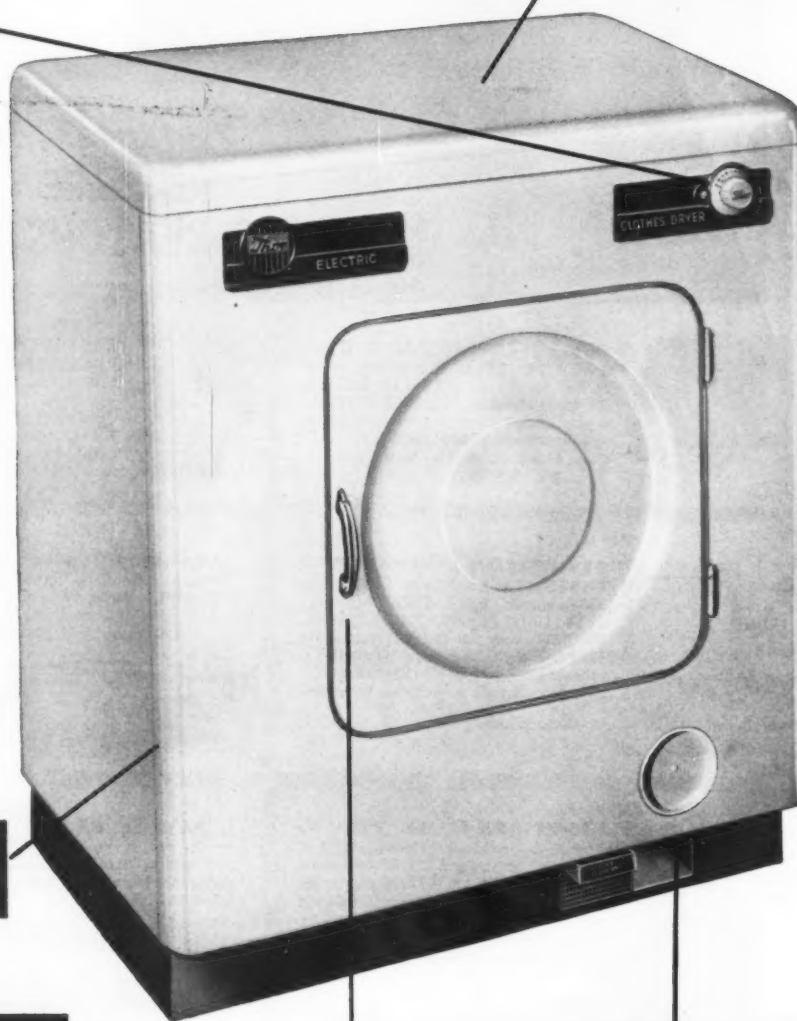
VACUUM DRYING MOST EFFICIENT METHOD DEVELOPED

DESIGNED FOR EASY VENTING

EASIER LOADING EXTRA LARGE DOOR

EXTRA LARGE LINT TRAP

TABLE TOP WORK SPACE



HIGH PROFIT MARGIN!

Thor^{*}

AUTOMATIC CLOTHES DRYER

"THE DRYER YOUR CLOTHES TURN OFF"

with a...

Brand-new Merchandising Plan

Brand-new Selling Strategy

Brand-new Competitive Edge

FOR EVERY Thor FRANCHISE DEALER!

Ask your Thor distributor salesman for details

*Christmas
Gift!*

Now's the time to feature Thor's Automatic Clothes Dryer as a Christmas gift for the family. Recent surveys show that nearly 20% of families purchase major appliances as Christmas gifts. Order your Thor Dryers today . . . and let Thor's new selling program build extra Yuletide profits for you!



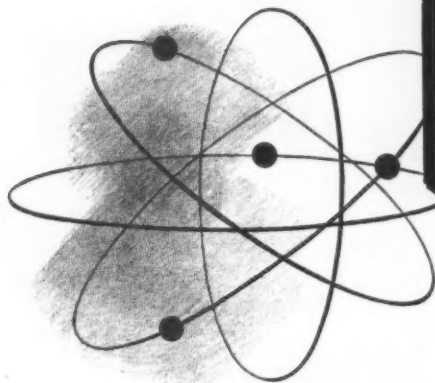
Thor CORPORATION, Chicago 50, Illinois

*Reg. U. S. Pat. Off.

QUALITY FIRST... A PHILCO POLICY

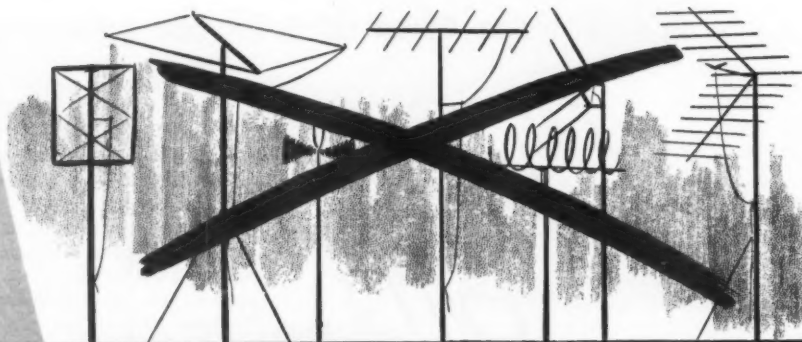
NEW FROM PHILCO

EXCLUSIVE DIRECTIONAL
BUILT-IN AERIAL FOR BOTH
UHF AND VHF
ONLY PHILCO HAS IT!



FOR **UHF** AS WELL AS **VHF**, IT TAKES THE AERIAL
OFF THE ROOF AND THE **ROOF OFF OF TV SALES**.
TELEVISION BUYERS FROM COAST-TO-COAST ARE
DEMANDING THIS EXCLUSIVE PHILCO DEVELOPMENT
THAT MAY EASILY **SAVE \$25 OR MORE**
OVER THE COST OF A SEPARATE UHF ROOFTOP AERIAL

**JUST PLUG IN
AND PLAY!**
NO OUTSIDE AERIAL
NEEDED FOR **UHF**
OR **VHF** IN UP
TO 8 OUT OF 10
LOCATIONS



PHILCO FAMOUS FOR QUALITY THE WORLD OVER



HUGO NORTHGATE shopping center in the suburbs of Seattle, Washington, serves some 275,000 people, covers an area of 50 acres, and includes several appliance radio-TV stores like the Hopper-Kelley Music outlet in picture, as well as various other retail establishments which build traffic.

SHOPPING CENTERS And the Appliance Dealer

Apart from the obvious advantage of ample parking space, what does this newest phenomenon in merchandising have to offer? What are the conditions which make for success? How big should a center be to support an appliance outlet? What are the costs?

By Edward R. Lucas

LOCATION has always been of critical importance to the success of any appliance or television retailing operation. In the unplanned business districts characteristic of most of our towns and cities, the side of the street on which a store is located may mean the difference between a good location and a poor one. There the location factor has been largely determined by haphazard economic forces.

Development of the integrated

shopping center in recent years has come about through recognition of the need to develop and direct those forces. The success of the centers which have already been established has greatly accelerated the trend toward decentralization (or as one authority terms it, "re-centralization") through establishment of large-scale shopping districts outside of congested downtown areas. To appliance dealers who are searching for suitable locations for possible branch store

operation or to others such as employees in the industry who would like to go into business for themselves, this means an opening up of many opportunities for expansion by establishment of new appliance stores in these suburban shopping centers.

Within the next few years such opportunities will soon present themselves in a good many American communities which do not now have such centers. There are at present only about a dozen shopping centers

throughout the country of the size and scope that classifies them as "regional shopping centers." There are, however, a number of other centers of this same classification in various stages of completion as well as an even larger number of smaller ones. Most experts agree that the large "re-centralized" shopping center is, in fact, in the very infancy of its development.

Appliance dealers will therefore find it relevant to know: (1) Just

CONTINUED ON NEXT PAGE →

THE DEALERS LIKE OPERATING IN SHOPPING CENTERS



LIB'S BELLEVUE ELECTRIC, located at Bellevue Shopping Square, moved from Bellevue to the shopping center in January of 1951, registered a 50 percent increase in sales that year over 1950, expects additional 10 percent this year.



HOPPER-KELLY realized immediate sales and substantial volume following the opening of a branch store at Northgate, says manager Walter Beals (left). He likes the family shopping habit which increases one visit sales.



ERNST HARDWARE store at Northgate has attractive showroom for appliances, TV and floor coverings, finds that sales are particularly heavy on Wednesday and Friday evenings, and that most customers are in the middle-income group.



NORTHGATE RADIO, one of the smaller stores in the center, suffered for a time because of limited floor space, location at the edge of the center. However, opening of post office next door and new sign have helped to increase traffic.



BON MARCHE department store, which owns and operates Northgate, carries the same merchandise as in main Seattle store. Personnel imbalance caused by fluctuations in floor traffic has been corrected by use of salesmen for outside work.

over good and adequate arterials.

3. Adequate size for the area the shopping center serves. If the center is too ambitious there will be failures. If it is too small to serve the area as planned, competition is invited in the form of other shopping centers of new individual businesses. Moreover, resistance will be encountered from residents of the neighborhood to further enlargement of the center. Appliance stores usually do not do well in anything smaller than a district or suburban center.

4. An adequate and well balanced

assortment of retail stores and services. The neighborhood center should have a nucleus, the key units of which are the supermarket and drug store. Others often include the delicatessen, beauty parlor, cleaner, shoe repair, laundry call office, and small notion store. To these the district or suburban center adds a bakery, barbershop, confectionery, variety store, appliance, specialty shops, service station, repair shop, restaurant, gift shop, and perhaps a small department store. The regional center adds size and variety to the above categories, plus a bank,

bowling alley, liquor store, theatre, book store, and post office. There is of course variation in all these categories. The biggest traffic puller of all and the store that will do the most to make the center a success for other retailers is the department store.

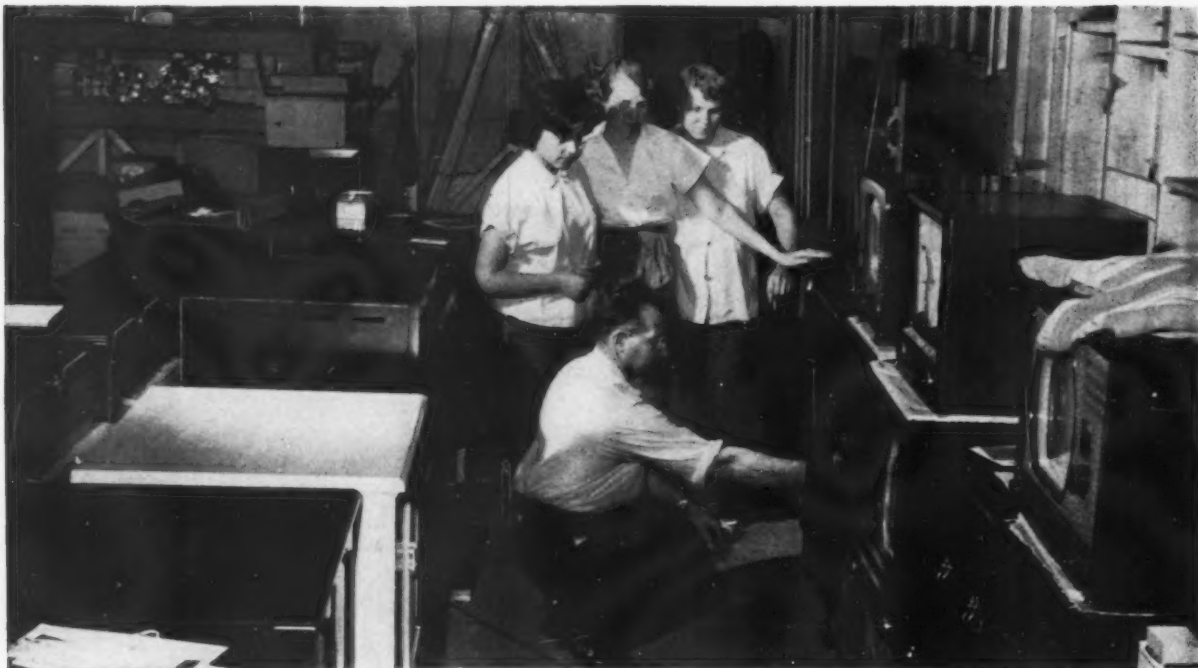
5. Location of stores within the center. Stores should be so arranged that there will be good foot traffic flow past all locations. In this connection, the appliance dealer should determine the location of other stores in the project, and decide just what effect their location will have on foot

traffic past his doors.

6. Maximum separation of pedestrian traffic from parking areas. For leisurely, sales-productive foot traffic, there must be ample space for car-free walking.

7. Single ownership. The entire land area and rental properties should be under the control of only one individual, group, or corporation in order that there will be integration in operation and economic policies.

8. There should be minimum walking distances, from the parking area (Continued on page 118)



TRADE-IN SETS are important part of Harold Avery's Rochester, Pa., business, because trade-in offers stimulate replacement sales and he makes a profit from the faster turnover of reconditioned models. Sales of old sets in turn will often lead to sales of new and up to date models.

He's Building TV Sales With Trade-Ins

LACK of work had many Allegheny County (Pittsburgh, Pa.) dealers growling during the recent steel strike. But just over the line in Beaver County, one dealer, Harold Avery of Avery's Television, Rochester, Pa., was increasing sales with trade-ins.

"Since February, 1949, when I started to sell television, we've sold about 3,000 sets," Avery points out. "Most of those sets were small screens, from 10- to 17-inch. Now the trend is toward 20-inch, and people can't get on the band wagon fast enough."

"To encourage prospects for trade-ins, I ask all my customers to send in their friends who want new sets, or want to trade in their old ones. If they send in one prospect who buys, I give them a waffle iron or a sandwich grill. For two prospects that buy, I give them a Dornmeyer deep fat fryer. But, only when the down payment is made or the sale final."

Notify in Advance

To receive the gift, the recommending individuals must come in with their friends or call in advance of their visit to the store. Usually, a new customer will send someone in within a week after his own purchase. Gifts are given only for new set sales, not on trade-ins.

Avery's began trading sets almost as soon as they started selling television. At first, there was only a

modest rate of business. But this year during April, May, June, and July the business picked up greatly. And, all the activity has been due to customer recommendations.

"Real demand for trade-ins began when 20-inch sets were introduced," Avery says. "Maybe it was because by the time 20-inch sets came out, many cautious people had finally decided they should have TV, too. Then these cautious customers and the small set owners started buying simultaneously."

Television sales have always been stronger in the fall season. Avery admits that sales increased unusually during the normally slow summer period, but most of the sales were as a result of the trade-in policy.

Local newspapers won't let Avery advertise for trade-ins or mention used merchandise in display advertising. Since he feels that an ad should be large enough for people to see, he seldom uses classified ads. However, Avery's spend about \$3,000 a year on advertising.

Trade-ins have been a profitable business. Usually, Avery's spends about \$15 reconditioning a set, except when it needs a new picture tube.

Avery usually pays about \$40 for 10-inch sets, \$50 for a 12-inch set, \$65 for a 14-inch set, and \$125 for a 17-inch set and sells them at \$65 for a 10-inch, \$95 for a 12-inch, \$100

Tangible rewards get Harold Avery's old customers to send in owners of small-screen television sets to buy new, large-screen models—at his Rochester, Pa., store—a system that is producing a profitable volume in a highly saturated area

By FRANK A. MUTH

for a 14-inch, and \$150 to \$175 for a 17-inch set. "Trade-ins can make money, and offer a good way to attract customers for new sets," Avery adds.

Good Traffic in the Location

Located in a residential area, Avery has the sales floor in his home and in an adjoining garage. He is right behind the Pittsburgh Bridge and Iron Works. Almost every day, several workers come over at noon to look at merchandise. If they already own a television set, many are easy prospects for a larger screen set.

"I usually make about half of the contacts for sales over the phone,"

Avery claims. "If I can buy the set for about \$50, I don't need to go out and look at it. If they say it is in operating condition, I can still make money on it."

"Sometimes, I've been able to sell used sets a couple of times. In other words, people who couldn't afford a new one purchased one of the trade-ins. But after a few months, they decided they wanted a larger screen. When they come in to sell me back the original trade-in, I give them about half what they paid for it and then sell it again."

Operating a good service department, Avery offers people in Beaver

OLD CUSTOMERS HELP AVERY SELL TV



AN AVERY CUSTOMER (left), told that she will receive merchandise awards for new customers, talks enthusiastically to a neighbor about her TV set, urges her to visit Avery Television and look at the lines.



DRAWN TO THE STORE by her neighbor's enthusiasm, Avery's new prospect listens while he explains features.

SECOND NEW PROSPECT introduced by the same previous buyer gets a sales talk from Avery's service manager.

REWARD for providing two prospects who become customers is a Dormeyer Fri-Well, so Avery willingly exchanges it for the one-sale reward, a sandwich grille, which he previously gave his sales-making customer.



and Allegheny counties better television service than many other dealers. In fact, Avery is so intent on giving good service that he operates the department at a loss each year. Last year the service department took in \$10,898.24 and labor costs were \$18,355.98. Loss: \$7,457.74. "So many cut-throat operators are merely interested in making a sale," Avery emphasizes. "If you really want to keep in business and build your reputation, it is important to give service. That is why we take trade-ins so freely. We know that we can recondition a set at a nominal cost."

From the beginning, when Avery's

started accepting trade-ins, they found that trade-ins are easy to sell. The customer who comes in looking for a new set wants a reasonable price for his old set.

The key to the operation of a trade-in business is disposing of the used sets. "Trade-ins are best when selling is active," Avery points out. "You can make money if you don't have to carry them over for a long time, and if you don't have to spend a lot of money getting them back into shape."

A person coming into Avery's might be surprised to see some of the service men working on the sales floor giving

a pitch on a television set. But most of Avery's twelve service and delivery people help out when he is busy. He makes every effort to keep his firm-family happy. After 22 years as a steel worker, like many of his customers, Avery knows so well how blue a man feels when he gets in a rut or has to eat a cold lunch. So, he tries to answer both of these problems for his men. Everyday, the men sit down to a good hot meal with the Avery family, and they can get variety in their work by selling.

One Pittsburgh distributor told this writer that Avery bases his business entirely on service and is constantly find-

ing ways to increase his sales through this medium.

Offer a Gift

"Offering the customer a gift if they will send or bring in their friends is a good way to bring in the small screen owners," Avery sums up. "Most customers like to talk about their new sets and how big the picture is. Actually, customers make more customers. And if you've offered them a prize or gift they will be more apt to follow through and bring in new prospects. All of which will inevitably lead to increased sales through television trade-ins." End



BUSINESS SAVER Ray Walker, who pulled Hinton Furniture out of failure, tells a prospect, Mrs. P. E. Gooch, that the best place to plan her kitchen is in her home. Here he talks over problems which may be encountered in actual installation of various units and promises that his firm will do job in minimum of time.

Kitchens Saved Their Business

IN 1945 nobody would have wanted Ray Walker's job. Now anybody would enjoy the business and position he holds in the West Virginia appliance industry.

Ray Walker, manager of Hinton Furniture, Hinton, W. Va. (pop. 5600) doesn't realize what a success his method of merchandising has been. But, here is what Ray Walker has done:

He is the leading West Virginia dealer at selling Youngstown kitchens.

He sells over 95 percent of all kitchens with both a range and a refrigerator.

He holds the unofficial record of conducting the largest cooking school in the area—outpulling both Norfolk, Va., and Roanoke, Va.

He makes a service call to the home the same day if the call comes in by noon.

He never keeps a home messed up for long when installing a kitchen. He has his own carpenter, plumber, and electrician to do the job quickly and easily.

He never has held a sale—not even an annual clearance or seasonal sale on any appliance.

He has increased sales 700 percent

since taking over Hinton Furniture in spite of 12 competitors in Hinton alone.

What Made the Success

When Ray first came to Hinton in 1945, he was supposed to manage the store for a short time only. It had been losing money steadily and the owner wanted him to come down long enough to dispose of the stock and finish out the lease on the building. After Ray looked over the operation, he thought he could write the ledger in black, so he made a few changes.

First of all, he fired all the employees and started off with his own staff. Formerly the store had three outside men besides a floor salesman and the service department. Ray hired his new men with care and put them on the floor for six months to try them out before he sent them to service schools. Besides knowing how to handle the service work, he wanted the men to be able to spend time with the customer and know how to handle them.

Does More Than Deliver

"Our men just don't go out when they make a delivery," Walker points

out. "They in a way save us money on future service calls. For one thing, they always give the lady a thorough explanation of how the appliance works. It is a complete education in appliance operation."

"They show her all the problems in the operation. In short, they make the appliance blow out fuses, so she can see how it will happen. They show where it might short out, etc. And after the serviceman has given the whole pitch, he makes her show him what she has learned. On a refrigerator delivery the session takes about an hour, and for an electric range, the call will take two and a half hours."

"That really pays off! It pays big dividends," Walker continues. "If the housewife knows all the headaches of caring for her appliance, she can handle most of the little stuff herself when it happens. This fine demonstration doesn't stay secret. She tells her friends and we enjoy the profits of new customers."

School Opened Eyes

When he thought of having a cooking school in 1948, Walker talked it over with the editor of the Hinton Daily News, John Faulconer. Editor

Faulconer thought that he could pull a good crowd with some supporting news stories.

The both agreed that 300 to 400 people would be a good crowd if Faulconer could draw them, and they went ahead with their plans. But the day the school opened, (Friday) Walker was amazed to see the hall filled, even in the aisle, with over 950 people. The next day, they again overflowed into the aisles, and the total was 860.

After the demonstration, Walker, in the course of making a few remarks about the appliances, asked the group what they would like to have most, expecting them to call back the names of different appliances. Instead they yelled, "Service!"

Walker immediately took the cue and started revamping his setup. After he hired the new men and gave them a six months' trial on the sales floor, he sent them off to service schools. Each month one man now goes off to school for a refresher course. When a new appliance is taken on, one man goes for the service training and comes back to instruct the rest of the staff.

Hinton Furniture now has about 13 men, but only one besides Walker is



SOLE SALESMAN, Van A. Traill, calls on Mrs. Gooch and her mother with a kitchen kit which he sets up to show them what finished kitchen will be like.



INSTALLATION CREW, carpenter, plumber and electrician, all arrive at the same time to start work. Cabinets are already there waiting for installation.



WORK STARTS at once for all three men. To complete job quickly they help each other work when they are not performing their own specialty.

Hinton Furniture hired Ray Walker to close out their failing business, but today he sells more Youngstown kitchens than any other dealer in West Virginia

on the sales floor. The rest consist of service and delivery men. Walker insists that they wear clean uniforms every day, have spotless fingernails, and always take off their hats when they go into a home.

"We've built up a good volume of sales because we have service," Walker states. "There is no advertising of price in our operation. In fact, people hardly know what they are paying for the appliance. We talk service from the time the customer comes in the store. We don't use factory mats because we want our own style of ads."

"You could say our sales run about eight percent over list price," says Walker. "Actually, we couldn't, but it seems that way because we have never run a sale, don't have damaged merchandise, and don't spend much money on advertising. On the other hand, most dealers expect to lose about eight percent when they buy a carload of appliances, on price wars, damaged merchandise, and so forth. Since we don't have any, it puts us ahead."

Kitchens Completed Quickly

Walker knew that there was one thing that many people hated when they bought a kitchen—the job always

kept the home messed up for several days. When Hinton Furniture started selling kitchens, Walker didn't want that to happen. He has his own plumber, electrician and carpenter to do the job quickly. "So many times one man has to wait for the other to finish his job before he can do (say) the plumbing," Walker illustrates.

"But our men go out together. They help each other if they can't do their own specialty. Therefore, when we go to a prospect's home and show the miniature kitchen set up to sell what she needs for her kitchen, we can tell her when the men will arrive, how long the job will take. We can predict the completed job almost to within a couple of hours because we know our men."

Pays More Than Union

"Our men actually get more money than union scale, but it pays off for us," Walker continues, "to have them on our staff. In 1951 we sold about 80 Youngstown kitchens. Up to August this year, we had installed over 87. That is complete—with Kelvinator range and refrigerator (on at least 95 percent). The customer appreciates it." (Continued on page 106)



RANGE INSTALLATION is followed by a 2½ hour instruction period for Mrs. Gooch. Serviceman even blows fuses and cooks food to show operation.

RESULTS of Carl Priebe's constant missionary work with architects, builders, electricians and home buyers include a constantly growing percentage of homes with adequate wiring and kitchens like this one in Millwood Acres, a project in Milford, Conn., of builder L. J. McDermott, whom Priebe sold on installing dishwasher, range, water heater and automatic washer in a \$13,900 house.

Connecticut dealers in the area of the United Illuminating Co. are finding more and more homes with wiring already installed for ranges, dishwashers, washers and water heaters and more and more builders and home buyers ready to listen to a complete appliance story—thanks to the utility's market development program and its indefatigable Carl A. Priebe

By ROBERT W. ARMSTRONG

He Sells TOMORROW'S APPLIANCES



FOR most appliance retailers, intent on closing today's prospects, sales potential is an abstraction, a phrase most useful to manufacturers, research directors and prognosticators.

Abstraction though it may be, its development is vital to continuing dealer health, as most retailers are quick to recognize. But sales made next year and in years to come are not yet in the till; the effects of today's spade work are often hard to evaluate. The utility which can give evidence of the success of its market cultivation is in a stronger position to evoke sup-

port and enthusiasm among dealers than those which are forced to say, "Wait. In three or four years we will reap the harvest of a greater load and you will enjoy the fruits of greater sales." One of these fortunate companies is the United Illuminating Co. of New Haven, Conn. Under the leadership of Laurence Dunn, merchandise manager, United began a program in 1948 which has already produced definite and worthwhile rewards.

Like most successful programs, this one is the result of good personnel,

namely Carl A. Priebe, misleadingly titled on his business card as a dealer sales specialist. Priebe knows and works with dealers, but home and apartment builders are his primary contacts. Reduced to its simplest terms, his job is to encourage builders to incorporate in their developments, their projects and their individual homes the kind of wiring that will support and encourage the extensive use of electrical appliances and to persuade them to see that those buildings are appliance equipped.

"Priebe's job," says Dunn, "was

dreamed up around the kind of service he used to give his customers when he was our star refrigerator salesman during the Thirties."

During the first year of his work, 1948, he devoted himself to making the necessary contacts, becoming acquainted with builders, electrical contractors, plumbers, architects, and appliance dealers. By 1949 the contacts began to pay off. In that year, of the 2,664 new homes which went up in the New Haven-Bridgeport area, 1,939 (78.1 percent) were equipped with
(Continued on page 102)

HERE'S HOW PRIEBE GETS RESULTS



SOURCES of information for Priebe on new home starts are the Commercial Record, Dodge Reports and newspapers. These give him leads to start endless round of contacts with architects, builders and electricians.



BUILDING PERMITS supplement Priebe's other sources, are obtained in various towns from cooperative officials like Hamden's assistant building inspector Harold La Fontaine. He keeps an accurate record of housing starts.



ARCHITECTS like Harry Cannici of West Haven can do a lot to encourage incorporation of adequate wiring and appliances in new homes, so Priebe enlists their support for his program.



BUILDERS are most important link in the chain, particularly developers like Bill Honeck (left) whom he visits to sell on good wiring for his Knob Hill project, a group of homes priced from \$15,500 to \$23,000.



APPLIANCES, Priebe tells Honeck in kitchen of unfinished house, will step up sales value. Honeck's Knob Hill has 100 amp. service, electric water heaters, ranges in all homes, plus dishwashers in some.



WIRING CONTRACTORS must be on Priebe's side, because they can help influence builders, so he makes it a point to talk often with men like Gillio Cassari—even if it means reaching them at their homes.



DEALERS come in for a share in the benefits. William Miller of Miller Electric in Milford hears about an opportunity to sell appliances in a new development where Priebe has sold adequate wiring.



PAY-OFF for dealer Miller comes when he follows up on Priebe's tip, visits the new Knob Hill house of Mr. and Mrs. Peter Holst. He finds a dryer sale easy—because the wiring is already installed.



1 Early morning sales conference in front of the Joe Martin store in Dover, Tenn., finds manager Clay Groves (second from right) and salesmen going over call lists and deciding what outlets they can find for articles accepted in barter.



2 Getting ready for a day of canvassing along REA lines in Dover's rural areas, salesmen Frank Martin (right) and Sidney Butts help load each other's trucks, then drive off in separate directions to sell appliances for any kind of money.

Who Says Barter Is Out Of Date?

Money talks in Dover, Tenn., with a voice ranging from a cluck to a motor's roar. Whether it's a hen, a tractor, or a pile of wood, salesmen for the Joe Martin Co. will accept articles of many kinds in part payment for appliances—and often turn them over at an additional profit

A picture story by ROSS L. HOLMAN

FOR two years in a row, International Harvester appliance sales at the Joe Martin Co. of Dover, Tennessee, were good enough to put the dealership in first place in its district. But to many merchants, who hesitate to even accept trade-ins of similar merchandise, the methods of the Martin Co. are downright dangerous. Despite the fact that Martin serves a thriving agricultural area around Dover, money is not always easily come by—as money. More often it exists in the form of tangible articles, pigs, chickens, tractors, or fire wood.

These things Martin accepts as down payments or as trade-ins. Without them their sales record would be impossible. With them, as it often turns out, the Martin Co. makes more money on a deal than it would if it got cash on the barrelhead. Operating in a small town as a dealer of both appliances and farm implements, the company knows its customers and knows its market and can dispose of the tangible articles it accepts in ways that often make two deals out of one and turn two profits where one would be more logically expected.



3 First call of the day finds salesman Frank Martin selling a range for cash to an REA customer and trying to sell a washer. But the farmer's wife explains that since her hens have quit laying it takes all the cash she can spare to keep them adequately fed.



4 In the backyard Martin finds the lady's sister feeding the hens. He looks them over and goes back to offer their owner \$1.50 each for the 30 non-layers as down payment on the washing machine. Later he sold the hens to a restaurant.



5 40 surplus roosters at \$1 each are not enough down payment on a washer at another stop on Martin's route, so he offers to take two pups to make up the deficiency. The roosters are sold to freezer owners, the dogs to farmers with boys.



6 Even the truck gets sold in one day of barter trading. A country merchant spying the empty vehicle at the end of the day makes Martin an offer. While the merchant signs the sale order, his companions look at appliance literature.



7 Good samaritan, salesman Sidney Butts, stops to help a farmer with tire trouble, learns while jacking up truck that the farmer has just gotten electricity, will soon become a prime prospect for a kitchen-full of appliances.



8 Out in the field, Butts examines a tractor which the farmer has offered as part payment for the appliances he needs. Since the Martin Co. also sells farm implements, getting rid of the tractor presents no great merchandising problem.



9 A freezer prospect tells Butts at another stop that he's obligated to buy from his appliance dealer brother-in-law, but Butts steals the sale by accepting this pile of slab wood, which the farmer will deliver, as part payment for the appliance. **END**



PRODUCT-IN-USE DISPLAY showing how an electric blanket looks in the home is a natural for Conder, since it enables firm to show several pieces of merchandise.



CONDOR FURNITURE SALESMAN Blaine Steed explains an electric blanket control to a prospect who has become interested through Conder's tie-in with the four month promotions run by Los Angeles utility, electric league and distributors.

PROMOTIONS Sell Blankets

Conder Furniture, Los Angeles, sold \$3,000 worth last year by tying in with the local utility-electric league-distributor October-January drives that have helped sell 160,000 units in three years

"I GOT on the bandwagon at the right time—that's how my bedding sales increased almost 200% in a year," is the way Orval Conder, owner-manager of the Conder Furniture Co., Los Angeles, describes his success at electric blanket selling.

From a modest start early in 1949, his gross annual business rose from \$130,000 in '49 to \$170,000 in '51. Electric bedding, which accounted for a modest \$500-600 gross in '49, increased to over \$1,000 in '50 and then skyrocketed to well over \$3,000 in '51. And in each of these campaigns he concentrated on just two brands. During the campaigns Conder features blankets in an eye catching display just inside the door. In addition he created a fine electric blanket window display designed to interest the casual passerby. Many sales of electric bedding, small appliances and even major appliances, Conder says, are directly due to these displays.

Sound salesmanship, capitalizing on industry promotions, and complete confidence in his products are the mainstays of the store's sales policy. Most of their sales come by referrals from satisfied customers; Conder finds that word-of-mouth advertising is a

potent factor in this close-knit factory community.

"Any average dealer can do what I've done," he says. "All the dealer needs to do is to be alert and tie-in to industry promotions at every opportunity. That's what I mean by getting on the bandwagon. I know as well as any dealer how it feels to have to pinch pennies for promotional expense . . . and how you're constantly figuring ways to increase store traffic. That's why these promotions were a godsend to me in '49. I didn't have much money and opening the store then took most of my available cash. But by co-operating completely in industry promotions I was happily surprised."

160,000 Units in 3 Years

Through the cooperative efforts of the Electric League, The Los Angeles Department of Water and Power, the utility serving the area, and distributors, electric bedding promotions really paid off in the Los Angeles area. In the three calendar years '49 to '51, inclusive, approximately 160,000 electric blankets were sold in the greater Los Angeles area. This makes Los Angeles the "white spot" in the national electric bedding market. In each

of these years, during the campaign period from October through January, between 60 and 65% of the entire year's sales were made. Of the approximately 160,000 bedding items sold, 102,000 sales were made during the campaign time alone! This was the promotional bandwagon that Orval hopped on. The Electric League is the local trade association of electric appliance retailers in the Los Angeles trading area. Electric bedding was first promoted in this area in 1947. Since that date over 200,000 blankets have been sold, 130,000 of them during the bedding campaigns alone.

The Health Angle Sells

Integrity of product has real meaning to the entire four-man sales force at Conder's. Orval was first attracted to electric bedding because of his bronchial asthma. He found that the blanket compensates the sleeper for the temperature changes in a room. He wished to share his idea, and promptly sent blankets to his parents in Utah. They reported excellent results—even in the coldest weather. The initial campaign's satisfactory results plus his own and his parent's experience, led Orval to make Christ-

mas gifts of electric blankets to his sales force. His salesmen are all family men so the choice was appropriate. However, Orval had a more practical motive. He knew that it is human nature to pass on knowledge of a good thing. Every day people are exchanging opinions on "good restaurants," "good shows"—so why not, "good blankets," he reasoned. It proved to be fine sales psychology too—and tied-in perfectly with the "word-of-mouth" sales pattern. Anyway Conder believes that their personal satisfaction, and their knowledge of the product gained through daily use made his salesmen proud to tell their friends and customers the safety, economy and satisfaction they had enjoyed from these blankets. The sensational sales in '51 he feels directly reflect this attitude.

Naturally other factors entered in each campaign. Promotion by the manufacturers, and distributors was timed to tie-in with the Electric League's campaign, and helped tremendously in the final result. And as Orval Conder sees it: "Any alert appliance dealer can cash-in plenty by simply tying-in to a promotional campaign. It's inexpensive, and it pays!"

—End

Off-Season Dealer

Right now football provides a good living for end Dante Lavelli of the Cleveland Browns, but when he retires it will be to devote full time to the Lavelli Sales Co., a year-and-a-half old dealership which already grosses over \$15,000 a month



CUSTOMERS of Lavelli Sales are frequently attracted to store by Lavelli's fame as a football player, but they come back because he is a good dealer.

WHAT does a professional football player do in the off season? Dante Lavelli operates an appliance store in Cleveland, Ohio.

The famous end of the five-time American Conference winners and 1950 National League Championship football team, the Cleveland Browns, Lavelli spends a lot of time in the store even during football season.

"When I started out with just a couple of display items on the floor, it was hard to jump right into a heavy advertising schedule to draw people to the store. In fact, it isn't easy these days, even with cooperative advertising," Lavelli points out.

But Lavelli, unlike most dealers, has a substitute for advertising. All through the year he receives invitations to speak before clubs and other groups. Invariably at these meetings the question is asked: "Mr. Lavelli, what do you do in the off season?"

In his usual modest way he answers, "I own an appliance store on the west side of town. As a matter of fact, it's located at 15145 Lorain Avenue." Often enough, the next question is whether a certain brand or kind of appliance is available at his store.

"You'd be surprised," Lavelli remarks, "at how many of those people actually come out to the store within the next day or two."

Slow Pressure Salesman

Lavelli's slow pressure (slightly different from low pressure) method of sales persuasion is built around the premise that people like to make their own decisions about when and where to buy. Most salesmen use suggestive methods of demonstrating and closing a sale, but Lavelli just wants to be sure that his prospects will be his customers someday.

A person with small investment

capital has to keep adding prospects to increase sales. "We would like to have a lot of prospects in the store, true, but it's more important to close sales with the prospects we have," Lavelli reasons. "One way of doing this is to build through former customers. It takes longer to build a big business that way, but you have people who believe in you."

Lavelli can't afford to spend a lot of money for newspaper advertising. Therefore, when circulars come in from various manufacturing companies, Lavelli has two boys distribute them to homes in the neighborhood. In this way the people who live right in the area get complete and helpful information about the store. At least five out of fifty prospects are developed through this method.

Shortly thereafter, these people start talking to friends about the fine appliance store, Lavelli Sales, Inc.,

and phone calls and people with a real buying interest start coming in.

In the year and a half that Lavelli has been in business, he has built up a sales average of between \$15,000 and \$20,000 a month. At least ten television sets are sold each week. During the football season, it is hard for Lavelli to spend much time in the store. Usually on Mondays and Tuesdays however the team doesn't practice and on Tuesdays he is in the store all day. On other days he spends at least an hour or so in the store and part of each evening is spent following up leads.

Naturally the store can't operate by itself, so Lavelli's partner stays in the store during his absence.

More Ads in the Fall

During the fall, Lavelli's conservative advertising policy undergoes a drastic change. He has four or five radio spots, as well as several other spot announcements built around the Game of the Week series of radio broadcasts. A little of the football fever spills over to boost appliance sales during the season.

During the football season it is impossible for Lavelli to accept invitations to speak at dinners and other gatherings. But the newspapers often mention the former Ohio State football star and outstanding pass receiver of the Browns in their sports columns.

Appliance talk circulates even in the locker room, reports one of Lavelli's teammates. He tells about the time that Coach Paul Brown walked into the locker room and several of the players were grouped around Lavelli. "Don't tell me you're selling TV sets again," quipped the coach. "I don't think the boys need a TV set to see the game today, Dante."

However, Lavelli does manage to get the players to come out to his store to buy their appliances. Many times the boys who live in Cleveland have mentioned that their teammate, Lavelli, operates a good appliance store, thereby sending new prospects to him.

End



TEAM MATES act as Lavelli bird dogs, bringing in prospects, as halfback Rex Baumgardner (center) does here, and telling their friends.



EXPENSIVE ADVERTISING is out for Dante Lavelli, co-owner of Lavelli Sales, Inc., Cleveland, so he hires two small boys to distribute direct mail pieces in the immediate neighborhood of the store.

FOOD PLANS COME IN ALL TYPES AND SIZES



SPECIALTY CONCERNS made food-freezer plans a bonanza in southern California, as these eastern and midwestern distributors learned on an Amana-sponsored trip.



ANOTHER SPECIALTY outfit visited by the distributors was this one which not only sold the freezers and the food, but also acted as its own food supplier.

Will You Miss Out on the FOOD PLAN BOOM?

Nationwide popularity is inevitable, say distributors who should know. But, they claim, appliance dealers who can't or won't set up for specialty selling are giving their customers and big profits away to the ever present canvassing groups

By HOWARD J. EMERSON

FOOD freezer plans are coming your way, no matter in what section of the country you are operating. In certain areas the food-freezer idea is likely to take hold to such a degree that volume will soon equal or surpass that during the boom period in southern California. But, don't order that new Cadillac yet. Unless you are the exceptional dealer who can and will set up a special department, you are not likely to become a big factor in food-freezer selling for a year or more. While the industry is counting on you to become the permanent merchandisers of freezers coupled with food orders, the chances are that one or many specialty firms

will precede you in your market area.

That is the analysis of interviews by ELECTRICAL MERCHANDISING with a selected group of freezer distributors representing every major section of the United States where food-freezer plans were not in full swing at the end of summer. The thinking of these distributors, one of whom will influence food-freezer merchandising in your market area, is presented here as an ELECTRICAL MERCHANDISING report to dealers because they are the best informed of any group of wholesalers outside the West Coast on what has been done so far in selling food-freezer

plans to the all important consumer.

The distributors who told ELECTRICAL MERCHANDISING that they see a great market opportunity in every section of the country for food-freezer selling are most of those who spent one week in the Los Angeles area in an intensive field study of how food-freezer merchandising developed there and how it is working out after nearly two years. As guests of Amana Refrigeration, Inc., Amana, Iowa, 26 distributors, a few key dealers, Amana personnel, and business publication editors, were flown in a chartered United Airlines DC-6 to Los Angeles early in July. There, under the guidance of John Pollon,

Amana vice president and West Coast manager, and the staff of John Powell, Amana's Los Angeles distributor, this group visited specialty food-freezer firms, locker-plant merchandisers, appliance dealers, food purveyors, bankers, and others having a part in the sensational development of food-freezer selling in southern California. Objective of this behind the scenes look, according to host Geo. C. Foerstner, vice president of Amana, was: "1. to create an enthusiasm for selling freezers, and 2. to provide proven and successful sales methods, ideas and techniques that the distributors . . . can take back and apply in their own territories." That



APPLIANCE DEALER plan, completely separate from the appliance store, impressed distributors as one of the most practical methods for metropolitan area dealers.



ANOTHER APPLIANCE dealer plan, operating from the store but with completely separate personnel from regular salesmen, also greatly impressed distributors.

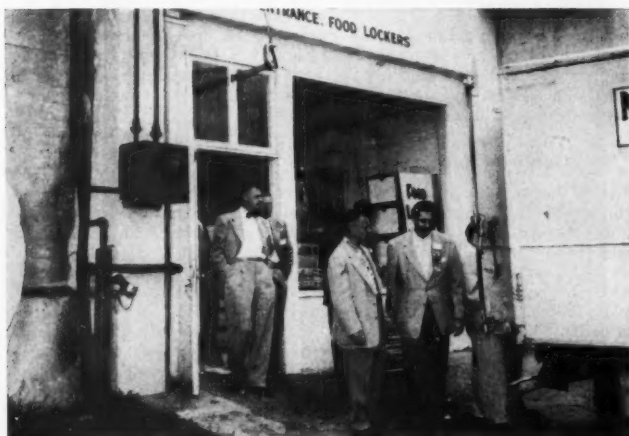
Foerstner's objectives for this unusual type of national sales meeting were achieved as seen in the statement "I was all steamed up by what I saw in Los Angeles," and "I believe the food-freezer plan will be even greater in our market than it has been in southern California", made to **ELECTRICAL MERCHANDISING** by distributors after the trip.

As the efforts of any large distributor influence the activity of all distributors in any area, dealers of any brand of freezers can expect to see in their market some of the results of the ideas procured and developed by the Amana wholesalers who profited by their study in Los Angeles.

From each section of the country come enthusiastic opinions on the food freezer market potential. "I firmly believe that the food-freezer plan eventually will reach as great a proportion in this area or even greater than was evidenced in southern California," reports Newton B. Misell, sales manager of Peirce-Phelps, Philadelphia, after comparing what he saw on the trip with the potential in the concentrated area he serves. From the deep South comes the statement of Hap Vaughan, vice president of Clark & Jones, full line distributors in Birmingham, Ala.: "I see no reason why the food freezer plan should not take hold in this area the way we

saw it underway in southern California." Max M. Lipin of Allied Music Sales Co., Detroit, returned to the Great Lakes area and after a month he reports that "the food-freezer plan already has taken hold in our area and we believe that the demand will perhaps reach or surpass that of southern California." The enthusiasm of Perry Winokur, sales manager of Amana-Chicago Corp., distributors, is evident in "... the food freezer plan will be even greater in our market than it has been in southern California ..." following his analysis of the potential in the second largest metropolitan area in the country.

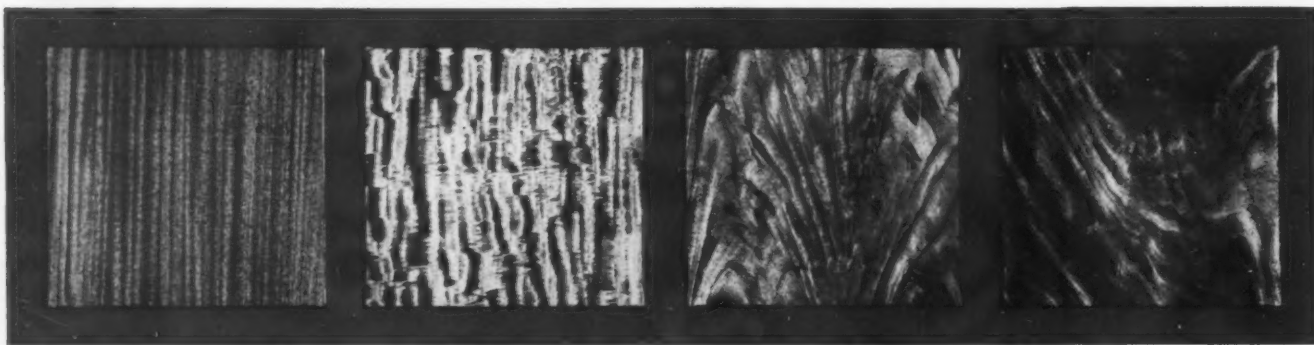
Other distributors were equally enthusiastic. Some preferred to qualify the potential of food-freezer plans in their area because of known conditions. "We do not believe our Florida territory will 'get going' quite as fast (as So. Calif.) but, over the years the volume of freezer sales in this area will be in line with population of the two states," says D. C. Cunningham, general sales manager of Major Appliances Inc., Miami. Up in the eastern slope of the Rocky Mountains, where freezers already had good acceptance, W. C. Campbell of the Parker Co., Denver, Colo., sees the food-freezer plan taking hold there (Continued on page 84)



LARGEST LOCKER PLANT in Los Angeles processes nearly \$5,000 worth of food contracts a day, serving specialty dealers, appliance dealers, and specialty salesmen.



RELIABLE FOOD SOURCE must be obtained before starting any kind of a food plan, distributors on Amana junket learned. Here they inspect an ideal company.



MOST VENEER is plain stripe variety cut from length of the log.

A MOTTLE is a broken stripe, and is much more striking to the eye.

CROTCH VENEERS offer real beauty and are much more scarce.

A SWIRL is the acknowledged aristocrat in the world of veneers.

Know Your Cabinets

By putting sales emphasis on fine TV cabinet design and materials, Fowler Music Co., Joliet, Ill., do 50 percent of their \$750,000 annual volume on high margin merchandise

By TOM F. BLACKBURN

THE woman who rolls up to your door in a Buick, the family with a Steinway piano, with hand blocked linen drapes, with solid silver or lalique glass, is a prospect for the finest cabinet television can produce. In every area there is a segment of population that buys homes, cars, house furnishings with the element of style predominant.

50% Sales in Upper Brackets

One retail organization quick to grasp the significance of this fact is the Fowler Piano Co., 104 N. Ottawa St., Joliet, Ill. Fully 50 percent of its TV sales are in the price brackets that yield 35 to 40 percent discounts. The 25 salespeople who bring in the \$3-million volume annually are coached to present the quality story graciously and artistically.

"Before you switch on the picture," says William H. Fowler, Georgia-born head of the business, "tell the story of the cabinet and show what makes it a fine piece of furniture." The trouble is, so few retail salesmen are able to present the facts that make prospects recognize great furniture when they see it. The purpose of this article is to dwell on the differences.

First is the matter of timing. Proper interval for cabinet presentation occurs when a "full load"—meaning a man and woman—comes on the sales floor. A good salesman launches into

the most important topic, a discussion of home, which includes pleasant seeing as well as hearing.

Find Out About the Home

How is the home furnished into which this TV set is to go? What sort of neighborhood surrounds it?

Naturally the prospective set must agree with the period of the home's decor. Then comes a discussion of the woods that go into the cabinet. Families that want the best recognize the names of mahogany and walnut. They are the "Tiffany" of the cabinet world.

How to Detect "Decals"

It may come as a matter of surprise to the prospect to learn that decalcomanias today can reproduce almost exactly the grain of fine wood. But they are an imitation, and our top drawer family does not want that. Close examination with a flashlight will reveal that details are usually blurred with a decal. Real veneers have a play of light and shadow as the illumination is moved, like taffeta or moire silk.

Nearly all the good TV cabinets put their best foot forward with veneers in the front. If the doors are veneered equally well on the inside, it is an extra recommendation. Ends and top should have good veneers too. Judge veneers by their pattern. Most

common is the plain stripe. Then come broken stripes. A "mottle" is a further step up. The "swirl" is more beautiful and expensive and the "crotch"—which is cut from that part of the tree indicated by the name—is one of the finest. The size and beauty of a veneer is what gives the most value, says George N. Lamb, secretary of the Mahogany Association.

Watch to see how clear and plain the veneer is finished. Oil stain and filler mask out the grain, and conceal its beauty.

In cabinets you can tell the genuineness of the wood by looking for the pores in it. This test will also reveal whether the legs and other supports are of equally good lumber.

Five Woods Used for Cabinets

Five cabinet woods used in volume in this country are mahogany, walnut, oak, maple and birch. Unusual tropical woods play a part, principally as veneers for decoration. Birch, magnolia, tupelo, elm, beech and gumwood are employed largely for little-seen structural parts. There is a saying that if you can't make up your mind whether it is mahogany or walnut it is probably birch.

Maple and birch, used in solid form, are standbys of colonial types. Oak ranges from stately Gothic to modern. Walnut traditionally has been the wood for William and Mary

and Queen Anne styling, although it is achieving prominence again in modern and provincial. Mahogany is the standard for 18th century style and modern.

If there is carving on a television cabinet, the boys at Fowler's get the prospect to touch it. Smooth turnings and sharp, clean carvings show they are real and not formed from composition. Another convincer is to point to glue and screw construction, instead of use of nails. Passing the palm and then the back of the hand over a veneer helps understand the illusion of beauty. Cheap cabinets often have uneven tops. This can be observed if the top is viewed from eye level.

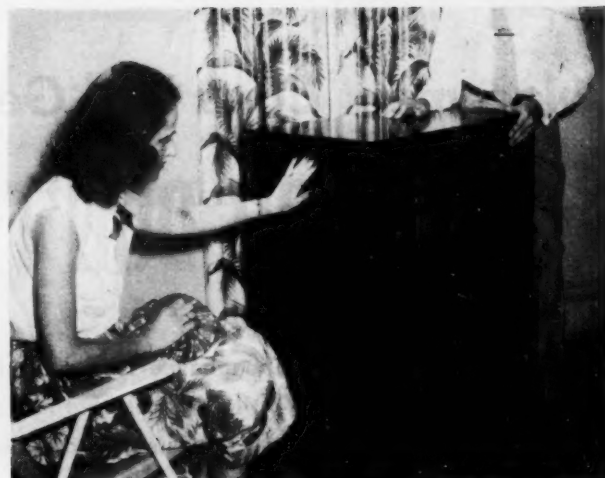
Cabinets are again climbing into the fine furniture class, following a dip in quality during the TV boom. When production at times was at the rate of 10 million a year, any firm that could work wood was pressed into production. However, the older firms that turned out the bulk of the radio cabinets are now engaged in television work, and quality has gone up distinctly since 1950.

Fowler declares that the quality buyer cannot be high pressured into purchasing, and is used to seeing nice things. There is no need to sell television, he says. Everybody who enters the store is sold on that—the job is to sell furniture beauty and television picture quality as well as service offered by the store.

End



SWING SET DOOR and the play of light will reveal whether it's real veneer.



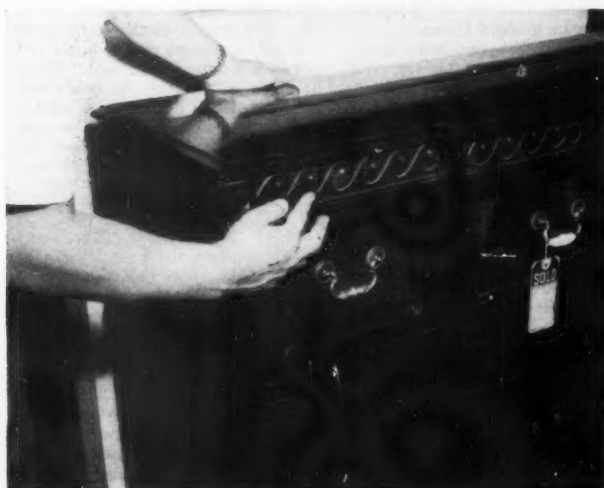
GOOD CABINETS have excellent veneers covering all exposed surfaces.



EYE LEVEL viewing will reveal many flaws in a cheaper cabinet.



GOOD FINISH is always smooth, will never feel slick to the touch.



WITH CARVING, call attention to the fact that hand work has sharp edge.



ON BLONDE veneers, a flashlight reveals the natural pores in the wood.

Replacement Costs Will Get You

IF YOU DON'T WATCH OUT

Perhaps 80% of appliance-TV dealers don't write off enough profit to cover depreciation—with the result that they pay taxes on profits they never made and have to replace equipment and property with money they don't have

MUCH has been written about the big profits earned by business organizations during the past few years, especially those in the top brackets, but the scribes overlook the fact that, in addition to taxes, the big increase in replacement costs of depreciable assets has been an "invisible loss" not reflected by the books. In fact, for years the income statements of many companies have shown a paper profit swollen with "water" because wear, tear and obsolescence have been under-estimated.

The electrical merchandiser is in the same boat. If he has been writing off too little for business property, operating equipment and rolling stock, his net profit for some years back will be inflated, and he won't realize it until it comes time to buy replacements. In a field study we made not long ago, approximately 80 percent of appliance dealers did not allow adequately for depreciation. They will be in for a rude shock in the near future when they decide to replace their old equipment with new. Some of these dealers had otherwise good costing systems and thought that they were efficient merchandisers. Yet, in the final analysis, the omissions of depreciation expense put them in the same category with the price-cutter, or the dealer who sold for less than profitable prices because he did not know his costs. They were short-changing themselves because they were giving their depreciable assets away.

Working Capital Involved

It is estimated that the reserve accounts on depreciable assets in this country are short more than two billion dollars because their replacement cost has increased as much as 150 percent above the original cost of the old units recorded in the books. If our defense program expands, this differential may increase much more. Where a dealer has a substantial investment in depreciable assets, and doesn't allow for adequate wear, tear and obsolescence, he must hit his working capital heavily for needed replace-

ments at a time when this "seed money" is badly needed to meet current obligations. Thus he can lose profitable commercial discounts or have to slow up payments to suppliers. In addition, he will be inflating his profits and paying an excessive income tax on the "watered" net. To protect himself against these "invisible losses", the dealer should look into his methods of handling depreciation expense.

Here are worthwhile pointers that will aid the reader:

Forecasting Obsolescence

Because depreciation is an estimate at best, it is more troublesome than any other expense. In prewar days, many dealers went wrong on their depreciation charge-offs, but then the loss was restricted to the difference between their estimates and the book value of the depreciated assets at termination of use. If a unit costing \$1,000 and written off at \$100 yearly, (or an estimated life-span of 10 years) became mechanically deficient or obsolete in 7 years, the dealer had to write off a loss of \$300 against net worth because the books showed the equipment to be worth \$300 when it had to be scrapped. Expenses for the prior 7 years should have been increased \$300, this increase figured in operating costs when pricing merchandise or services sold, so that the depreciation expense could be collected from customers. Inasmuch as this wasn't done, the dealer's net profit for the prior seven years was \$300 less than the books showed and he paid an income tax on the "water".

In making a study of this subject, we came across a number of dealers who had been hit hard by the erroneous handling of depreciation. In one case, the books showed a one percent loss when the dealer thought he had earned a 6.5 percent net profit.

Forecasting Replacement Cost

However, were the differential between the original cost and replacement cost all that a dealer had to worry about, he might make the necessary

adjustments in time, but because replacement equipment has gone up substantially and may go higher, there is no practical way to allow for this increase. A dealer can't forecast the cost of replacement equipment to allow for the increase in his costs. That's an economic secret. In prewar days, replacement cost kept within a reasonable relationship to original cost, and so, the dealer had only the variance between his estimate of depreciation expense and the cost of new equipment to harass him. Now he is plagued with an abnormal price increase due to inflation, high taxation and artificial controls of one kind or another.

For example, if a dealer has written off \$2,000, the original cost of a depreciable asset to be replaced, and he must pay \$4,000 for a replacement, he must invest an additional \$2,000 for which he has made no provision. In other words, even had he estimated depreciation accurately, he would suffer a loss, which should have been charged to operations in prior years during which time his net profit was less than he thought it was.

In the past few years, many dealers have been caught short this way, creating an exceptionally heavy drain on their working capital when replacements had to be bought. To get around this difficulty, some dealers are buying their replacements on time and paying the installments out of the savings effected by the more efficient equipment or the increased sales resulting from improvements made to their business properties.

Set Up a Reserve

Our field studies, however, turned up dealers who had bought depreciable assets some years ago and hadn't written them off as yet. There was still a balance, or unrecovered cost to be written off. However, they have an opportunity to make adjustments now that will minimize the differential. They may include a higher figure for depreciation in their current costs to line up with the current cost of replacement assets. By so doing, a dealer

can compensate for any difference between the rate allowed by the tax office or the rate originally set, and the inflated cost of replacements. This increase in depreciation expense is not deductible on the income tax return, hence, the books should show a separate account called, "Reserve to cover the increased cost of replacement assets". Even though the dealer cannot get a tax deduction for this reserve, the increase is included in his operating costs so that his prices are increased accordingly and he is reimbursed by purchasers. Otherwise, his prices may be set so low that operation does not net a reasonable profit.

In this connection, the dealer should know that reserves are only book figures created by charging profits for depreciation expense and crediting reserves. The purpose of a reserve account is to keep the surplus or net worth in proper perspective, to minimize "water", which will flow in when profits are over-stated, as is the case when depreciation expense is under-estimated or not allowed for at all. However, a dealer may show \$10,000 in reserves on his books and not have a dime in the bank. When he needs replacements, he needs cash or credit. If his net worth is inflated because he hasn't written off enough depreciation for some years back, he may not get the credit and he may not have the cash.

... Or a Sinking Fund

This is where the trust account or sinking fund comes into the picture. The dealer deposits the actual cash as shown by the credit to his reserve in a sinking fund, thus freezing the money so that he cannot use it for other purposes. Otherwise, when the time comes to buy replacement assets or replace a roof on his business property, or install a modern store front, (which is considered an improvement and not a repair, hence, it can be depreciated), he doesn't have the liquid funds to take care of such outlays and also meet his current debts. If it is necessary to

(Continued on page 132)

Compare! LEWYT'S No. 80 Carpet Nozzle is better. 8 ways!



Materials alone cost 5 to 7 times those of other nozzles! Clinch Lewyt sales quick—compare nozzle with any other make for cleaning features, for quality!

Not only is Lewyt's No. 80 Carpet Nozzle the most efficient rug tool made—it's one of your hottest sales-tools, too!

Hold it next to any other nozzle and in an instant your prospect can tell its superior cleaning power, finer quality! Here's how!

1. **Adjustable Floating Brush**—Flick dial for all heights of rug pile!
2. **Automatic Comb-Valve**—Loosens embedded dirt, picks up threads, hair!
3. **Powerful suction for full width**—Covers wider area—saves work, time!
4. **Stainless steel sole plate**—Glides easier, won't discolor rugs!

5. **Swivels 360° with full suction**—Full power, even under low furniture!
6. **Beryllium copper springs**—Won't rust or lose tension!
7. **Vinylite bumper all around**—Can't scratch furniture from any angle!
8. **All metal**—Solid weight helps it hug the rug and clean more thoroughly!



Listed by
Underwriters'
Laboratories

DO IT
with

LEWYT

WORLD'S MOST MODERN VACUUM CLEANER

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-11, 60 Broadway, Brooklyn 11, N. Y.

PROVED PERFORMERS WESTINGHOUSE TELEVISION

ONE LINE...ONE QUALITY...THE FINEST!

The new Westinghouse TV line is moving way ahead. Comparative figures show dealers everywhere support the Westinghouse standards which combine uncompromised performance with sure-selling prices in a single line. The only television Westinghouse makes is a deluxe line at prices that compare with so-called promotional lines. This guarantees lasting customer satisfaction, increased sales and greater profits for you.

See for Yourself!

Compare the performance and the prices of high quality Westinghouse television receivers with other deluxe lines. You'll find Westinghouse is promotionally priced by comparison. Prices of the one-quality, deluxe line begin at \$199.95 including federal excise tax and warranty.

This Basic Westinghouse Chassis

has proved uniform performance perfection. Used in every set in the Westinghouse television line, it combines outstanding features such as automatic local-distance reception keying the famous Single Dial with new twin lock controls and others.

See the exclusive Westinghouse plug-in UHF receptor and continuous UHF tuner provision.



The Welburn, Model 714K21: a fast mover...and in the high profit bracket, too. Full 21" cylindrical tube.

The Dover, Model 681T17: One of the most profitable models you can use as your sales and promotion base. Has all famous Westinghouse features, 17" tube, listing at \$199.95 including tax and warranty.

Other models include 5-way combinations and 24" picture tubes.

See and Hear Westinghouse TV-Radio on STUDIO ONE over CBS Television

PICK THE WINNER

Complete coverage of the political campaign over CBS TV and Radio.

The Hub of Concord, N. C., does a \$15,000 annual business in conventional washers by covering its rural trading area with truck salesmen

PEOPLE in Concord, N. C., like and buy wringer washers.

In fact, the owners of The Hub last year counted up better than \$15,000 in sales of Whirlpool wringer washers and expect to increase that mark considerably this year. Of course, in Concord proper, the firm also sells plenty of automatic washers, but in the outlying and rural sections where complete water facilities are not available, the wringer type washing machine is in heavy demand.

John Penniger, Claud Penniger and J. C. Joiner, the trio which owns The Hub, are making the most of this demand. They employ six outside salesmen who operate from trucks to cover every highway and by-way leading out from Concord. It is these truck salesmen who account for the big volume in the firm's sales of wringer washers.

"The greatest part of our territory is ideally suited to this type of washing machine," says John Penniger, president of the company, "because with the acceptance of washers now at a peak, many rural homes in this section are not plumbed for automatics. Consequently, we have a fine market for conventional washers and we are systematically covering this market."

Good Prospect List

When Penniger says "systematically", he means just that. In the first place, The Hub is as much of a clothing and furniture store as it is an appliance shop and the company sells washing machines to buyers of all three lines. The clothing and furniture accounts maintained by the firm provide a ready source of new prospects both to the outside salesmen and to the salesmen on the store floor.

"We strive to keep accounts on the books and thereby keep customers coming in," declares Penniger. "But the best system which we utilize to sell washing machines is our plan of covering the countryside with trucks. The salesmen who work from these trucks come in early in the morning, load up their trucks with equipment and start out on regularly assigned routes, to sell prospects who are obtained from the store's accounts, or to sell by cold canvass."

The key factor in truck selling, as outlined by Penniger, is the demonstration. Driving up to the home of a prospect—or to a likely looking house, if it is cold canvass—the salesman gets out of the truck, introduces himself to the housewife and asks if he can give her a washing machine demon-



HUB SALESMEN introduce themselves, request the housewife to grant them a few minutes for a wringer washer demonstration without any obligation on her part. By unloading the machine, they make it harder for the prospect to say no.

Wringer Washers Door-to-Door

A QUICK but thorough demonstration in the kitchen, washing articles of clothing from her own family laundry will usually convince and impress the prospect.



stration right in her own home. It takes but a moment for the salesman and an assistant to take the washer off the truck, carry it into the kitchen, connect it up and go into the demonstration.

By stressing the fact that the demonstration is without obligation and does not take up too much time, the salesman usually is able to overcome

any quick objections which the housewife might express. By washing some of her own family's clothing, the demonstration is convincing, and by the expert conduct of the demonstration, it is impressive. Salesmen for The Hub are all highly trained in the procedure and know how to stress the time-saving element as well as the labor-saving angle.

THOROUGHLY SOLD ON the washer's operation, the prospect makes her down payment and keeps the machine the salesmen have brought in her kitchen.



The "route men", as the truck salesmen are called, get many of their prospects from satisfied users of machines. They make it a point to drop in occasionally on an owner and inquire about the operation of the machine, offer service and advance suggestions or advice. The contacts thus maintained pay off in friendship (Continued on page 134)

It's a landslide!

Distributors, dealers and users agree . . .

Hamilton HAS WON PENNSYLVANIA!



Philadelphia Distributor
Stuart F. Louchheim

rates Hamilton top candidate for the title, 'most-wanted appliance in America!' Says President Louchheim, "The acceptance of Hamilton goes without saying—it's first in dryers!"

Dealer Mort Farr,
of Upper Darby, Pennsylvania, is
President of N.A.R.D.A.—really
knows how to spot a winner!
He's seen what Hamilton
promotion and service-free
customer satisfaction mean.
"Hamilton is tops," says Dealer Farr!



Hamilton gets the
all-important women's vote!

Mrs. Rose C. Wilderman

has a family of seven, three children
less than six years old. Says drying
was a problem but her Hamilton
eliminates all weather worries.
"It's like a laundress in the house!"



Hamilton—the original automatic clothes dryer is still the people's choice!

Everyone is happier with Hamilton . . . chances are you would be, too! Users know and trust the Hamilton name . . . prefer its many exclusive features . . . tell their friends about Hamilton's simple, speedy, trouble-free operation. Dealers point to profits they make handling the best-known name in the fast expanding dryer field. Hamilton's low, low service cost is money in the bank to them—and they get *more sales help from Hamilton!* In choosing Hamilton, leading distributors get a *complete*

line of dryers, the first and finest in the business.

Why wait any longer to find a profitable place for yourself on this winning ticket? Write today to Hamilton Manufacturing Company, Two Rivers, Wisconsin.

Hamilton
the original
AUTOMATIC CLOTHES DRYER
Gas and Electric Models

Hamilton Manufacturing Company
TWO RIVERS, WISCONSIN

Within two months after J. C. Mauldin, Inc., moved its used appliances outdoors into this wire cage, sales jumped 1000 percent—and the firm has some interesting ideas on ways to jump them even more



CORRALING

Used Appliance Sales

A USED Appliance Corral enabled J. C. Mauldin, Inc., Columbus, Mississippi, appliance dealership, to increase second-hand appliance customers 1000 percent within two months after its installation.

"Before we installed the corral we kept our used appliances at the back of the store and sold practically none at all," reveals owner J. C. Mauldin. "In July of this year we sold at least ten times as many second-hand appliances as we did in May, and we anticipate an additional increase in sales for August and September."

The corral is a wire-enclosed, roofed sales area 12 feet wide and 36 feet long, with a four inch concrete base, which is located on the left side of the Mauldin store. A narrow gate at the front of the corral admits customers. Appliances are handled through a wider gate at the rear. During store hours the front entrance remains open so that prospective customers may examine appliances. A large sign atop the addition calls attention to the items within. A wide, open area between the Mauldin store and the adjoining building affords passersby an ample view of the merchandise displayed within.

The entire cost of the structure, including an asphalt roof, was approximately \$500.

"We are turning the corral's entire inventory about every three weeks," said Mauldin. "Some items (particularly refrigerators) do not remain in the corral more than a few hours.

Ranges average about two days out there."

No Limit

The corral's promotional value appears to be almost unlimited. "Recently," reports appliance salesman Johnny Campbell, "we got in a 24-year-old refrigerator. It was in fair condition but not what you'd call a beauty. However, we placed this trade-in in the corral and got a buyer within two weeks."

Salesman Hunter Myers likes to tell about the used six-foot home freezer that he sold twice within 60 days. "I first sold this freezer to a man who had none," recalls Myers. "About a month later the man returned and traded this freezer for a 15-foot model. I put the six-foot freezer back in the corral and sold it again in a couple of weeks."

The corral, according to Mauldin, has proven to be a star salesman for new appliances. Customers first attracted to the store by a used appliance in the corral frequently return later to invest in a new range, refrigerator, washer or ironer.

"We consider every corral customer an excellent new appliance prospect for two reasons," explains Mauldin. "First, we think that this kind of customer will come to us voluntarily to buy a new model when her second-hand appliance wears out. Second, by checking our records, we can determine the exact age of every used appliance owned by these people and decide when they will be prospects for a new model to replace their out-

moded equipment.

Used Appliance Prospect List

In order to convert as many of these customers as possible to new appliance users, the store keeps a separate prospect list of used appliance purchases which salesmen refer to constantly. At least eight of the store's voluntary new appliance purchases during June and July, reports Mauldin, could be directly traced to the corral. Mauldin estimates that about 25 percent of all corral customers have returned later to the main store to buy new merchandise of some sort, which includes items like toasters and fans.

Customers attracted by appliances displayed in the corral receive exactly the same courtesies and attention that are accorded new appliance prospects. When a passerby walks into the main store and asks to be shown an appliance in the corral, a salesman goes with him immediately to the enclosure and explains in detail the functions and features of the unit which has interested him. The store's credit terms (10 percent down and up to one year to pay) are carefully explained. The corral is fitted with extension outlets which permit on-the-spot demonstration of appliances just as in the main store. All used appliances are unconditionally guaranteed to be in good operating condition when delivered to the customer.

This dealership has striven as far as possible to promote "package sales" consisting of a new and a used ap-

pliance. New appliance purchasers are taken into the corral and shown the wide variety of second-hand units on display there.

They'll Buy Two

"We have found," explained Mauldin, "that the average appliance customer cannot afford two major new appliances at the same time but will, if properly approached, frequently decide to buy a new and a used one." This sales plan boasts two-fold advantages, because in addition to ringing up immediate extra profits it adds a fresh name to the prospect list in the form of an additional used appliance owner. The firm attempts to stimulate sales of new ranges and trade-in refrigerators, because a greater number of used refrigerators are normally in stock.

The corral has proven highly effective in solving one of Mauldin's primary trade-in headaches—out-of-date ice boxes. "It used to be," related salesman Myers, "that we could hardly get rid of an ice box. Now we can move them right on out. Recently I sold a used ice box to a woman who was so well pleased with her box that she sent me ten prospects for ice boxes. I was able to sell every prospect."

The corral is obviously a potent sales magnet for pedestrians, but it is likewise catching the eyes of an increasing number of motorists, particularly out-of-towners who are attracted by the appliances displayed.

End

How to Cut TRADE-IN REPAIR COSTS

"Slick-up" instead of "fix-up" is new technique to avoid mechanical expense

By TOM F. BLACKBURN

A USED refrigerator or appliance will bring in only so much when it is sold to the public. Put more money in mechanical repair than it warrants, and you will find yourself out of pocket.

The higher wages that refrigeration mechanics are getting, plus the increased cost of repair parts present a situation that may eventually shut the door on the used refrigerator business. These expenses are making it unprofitable for the dealer to fool with the stuff that he takes in.

With the number of refrigerator trade-ins soaring from one percent in 1947 to 41 percent in 1951, and with a saturation of 87 percent, this is a very serious situation.

But, says Carl P. Briich of the service department of Westinghouse Electric Company, there is a solution.

It takes advantage of the law of averages and argues in favor of doing a used refrigerator business on the going machines alone. Fully 70 percent of the refrigerators now in use have been built since 1946, he says. They are all hermetically sealed units. Three-fourths of them are in running condition.

Says Briich: "Throw out the dead ones and build your used refrigerator business around those which are running."

The majority of these trade-ins need only to be cleaned, sanitized and the hardware polished. Moreover, these operations can be done easily and inexpensively in a small shop, by the handy man about the place, avoiding

the expense of high priced mechanics.

Use a Thermometer

In appraising the trade-ins, Mr. Briich advises a "go-look-see." To discover if it is delivering the goods, do this: Place a thermometer in the evaporator and operate the machine to see if the evaporator temperature is pulling down. On a No. 2 position or colder temperature should come down to 0 in a 70 to 80 degree room.

On open type refrigerators, unless they are in very good condition, and in perfect operating condition, it is advisable to dispose of them "as is" unless you have an elaborate shop and access to the right parts.

Appearance is the important factor in reselling a used refrigerator, and the Briich procedure is wrapped chiefly around making the box presentable.

For example, if the cabinet is faded or yellowed, it can often be brought to a much whiter shade by a bleaching method. A solution of Clorox at full or half strength, washed on and left to stand will often brighten up the box and avoid the necessity of respraying. It should then be washed and waxed.

New on the market are the spot spray touch-up kits which permit a dealer to do a quality job even without a spray booth. A satisfactory spot spray on small damaged areas can be made with a little experience.

Briich points out that all the refurbishing needed can be done without use of mechanics. Door seal gaskets, buffing hardware, knocking bumps out of ice cube trays, washing out inner



SLICK-UP. One way in which to save on refrigerator reconditioning costs, says Westinghouse's Carl P. Briich is to use a spray touch-up kit which eliminates expensive spray booths. Here he demonstrates by spraying a food shelf.



UTILIZATION. Following the "slick-up" plan proposed by Westinghouse, dealer J. Ellis Briggs of Kingston, N. Y., moved used appliances from basement to separate building, sold \$1,062 worth of merchandise in first ten days.

liners with soap and soda are not difficult jobs. Food shelves may be air brushed with a coat of paint—preferably blue—instead of being retinned.

Cost: Less than \$10 Per Unit

"It costs less than \$10 per refrigerator to recondition it for sale, following this method," states Briich. "With a clean-up and touch-up any trade-in which is in operating condition can be put on the floor and sold for at least a 25 percent profit."

An example is furnished by the case of J. Ellis Briggs, who runs a store located on a highway outside of Kingston, N. Y.

Briggs reconditions all used appliances with the exception of junkers. He built a 30 by 18 ft. building to house used merchandise, having come to the conclusion that a basement

salesroom is not good. Prospects can stop beside the road, look over used appliances, and ring a bell if they want a salesman to come over with more information.

In ten days after he opened his used merchandising store, Briggs reports that he sold \$1,062.20 worth of merchandise, including three washers at \$164; five ranges at \$377.75; five refrigerators at \$352.45; one sink at \$99; and one water heater at \$69.

Only difficulty with the Westinghouse plan being presented by Carl Briich, according to Wallace Johnston, Memphis dealer, is the cost of obtaining used merchandise. If you can get a trade-in refrigerator for around \$30, okay. If there is a dumping program going on, with dealers offering \$100 for used merchandise, the plan won't pay out, he says.

End

It's clear to see....



Model DE-24—24-inch Crosley Automatic Dishwasher, free-standing model with porcelain work-surface top. Standard 4-inch backsplash.

CROSLEY AUTOMATIC DISHWASHER

WITH REVOLVING *SwirlClean Tray*

OUT-DEMONSTRATES . . . OUT-PERFORMS THEM ALL!

Through Crosley's amazing *snap-in* glass demonstration door your prospects can see the entire washing, rinsing and drying action that *proves* Crosley offers the newest and best way to wash dishes! Door can be installed or removed in less than 10 seconds . . . turns your live demonstrations into lively sales when your customers actually see Crosley's Revolving SwirlClean Tray. It's the

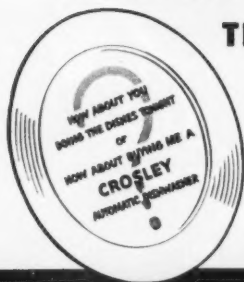
wonder-working action of the revolving tray that gets all dishes, silver and glasses *really* clean. And so easy to load! Never before a self-demonstrating, self-selling feature more convincing, more overpowering to sales resistance! Never before a greater opportunity for new volume in the big, untapped dishwasher market—and, most important, for complete *Crosley Kitchen selling!*

Model DE-48—48-inch Crosley Automatic Dishwasher-Sink Combination. Dishwasher located at left for natural right-to-left loading motion.



Model DE-24 UC—24-inch Crosley Automatic Dishwasher specially designed to fit under the Crosley Kitchen Counter Top . . . and other standard continuous tops.

AND CROSLEY TOPS ALL DISHWASHER ACTIVITIES WITH THE TRAFFIC-BOOSTING "FUN WITH FATHER" PROMOTION



A surprise gift promotion that's loaded with chuckles—and with sales! Complete with attention-getting ads, hard-hitting, direct-mail post cards, window banners, and point-of-sale displays. This entire promotion is designed to bring in prospects in a "show-me" mood. This is an excellent example of Crosley's

many aggressive merchandising plans to help you sell at retail. Supported by powerful national advertising—magazines, television, billboards, hard-hitting co-op newspaper ads. And backed up by the most powerful sales argument of all—the one and only Crosley Automatic Dishwasher!

CROSLEY DIVISION



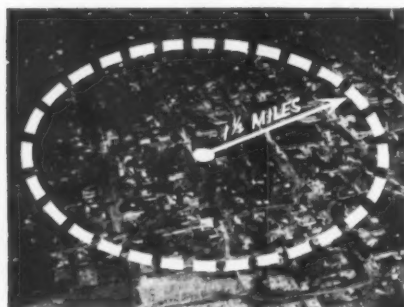
Better Products for Happier Living

APPLIANCE DEALER

Neighborhood News

PRESENTED BY FAMILY CIRCLE MAGAZINE

NEWS ABOUT THE PEOPLE
YOU KNOW AND
THE PRODUCTS THEY SELL



FAMILY CIRCLE SURVEY REVEALS BEST CUSTOMERS LIVE WITHIN 1 1/2 MILES OF APPLIANCE STORE

A nationwide continuing study among neighborhood appliance dealers shows that, on the average, 73% of appliance store customers live within 1 1/2 miles of the store. 78% of Family Circle readers, on the average, live in these same neighborhoods around appliance stores. Appliance dealers know that appliance advertising in Family Circle reaches the families who live in the important mile and a half area where the majority of appliance sales are made. Family Circle magazine is read by 4,000,000 families whom appliance dealers say are their best prospects and customers. By using the free Family Circle display cards, appliance dealers attract these readers to their stores.

Harry Flescher Calls Chain Grocery Store the Ideal Appliance Store Neighbor

Successful Omaha Appliance Dealer Finds Supermarket Shoppers Are His Customers

Mr. Harry Flescher, owner of Flescher Appliances located at 4111 North 30th Street, Omaha, Nebraska, has always believed that the people who shop in the supermarket in his neighborhood are good appliance store customers. The Family Circle Magazine study proved this conclusively.

As a part of Family Circle's nationwide continuing study among neighborhood appliance dealers, research specialists found that 50% of Mr. Flescher's customers live in the mile and a half area around his store. The study also showed that 8 out of 10 of the housewife-shoppers who bought Family Circle in the chain grocery near Mr. Flescher's appliance store, live



in this same area. Now Mr. Flescher knows for certain that Family Circle readers, all supermarket-shoppers, are among his best prospects and customers.

Late News Bulletins

Family Circle Becomes Biggest Supermarket Magazine Family Circle will be the biggest of the supermarket magazines when its circulation guarantee of 4,000,000 becomes effective in January 1953. Appliance advertising in Family Circle reaches the biggest mass market of appliance buying supermarket-shopping families.

Appliance Advertisers in December Family Circle Major advertisers of appliances are continuing their advertising campaigns in December Family Circle. General Electric has scheduled a full-page advertisement featuring a new Steam and Dry Iron. Lewyt is furthering its campaign on vacuum cleaners with a two-thirds page, two-color advertisement. Chambers Gas Range will also run a full-page, two-color advertisement, sectionally, in the December issue.

Family Circle 4-Way Gas Kitchen Featured at A. G. A. Convention The Family Circle 4-Way Gas Kitchen, designed by Jessie Bakker, Family Circle Home Equipment Editor, and built by Lyons Metal Products, Inc., was one of the main attractions at the A. G. A. Convention at Atlantic City in November. The 4-Way Gas Kitchen will also be displayed at the National Home Builders Show in Chicago in January.

Family Circle is sold in the following Grocery Chains and Supermarkets:

Albers, American, Bohack, Butt, Dixie Home, First National, Grand Union, Hill, Jewel, Kroger, Red Owl, Safeway, Weingarten, Winn and Lovett.



Fastest Growing Magazine In one 12-month period ending in 1952, over 600,000 more housewives began buying Family Circle. More new readers than for any other magazine!

Your best customers read Family Circle

Housewife-shoppers buy Family Circle in the supermarket or chain grocery store right in your neighborhood. Three out of four of these women live in your neighborhood. They are your customers. It will pay you to feature the appliances advertised in Family Circle.



GET FREE DISPLAY CARDS FOR YOUR COUNTERS AND WINDOWS
Just fill in the handy coupon, and mail it to us.

Merchandising Department, Family Circle, 25 West 45th Street, New York 36, New York

Yes, I want the free display cards with
appliance advertisements from the
December issue of Family Circle. Check
the ones you want, and how many.

☐ G-E IRON
How many _____

☐ LEWYT VACUUM CLEANER
How many _____

NAME _____

STORE _____

ADDRESS _____

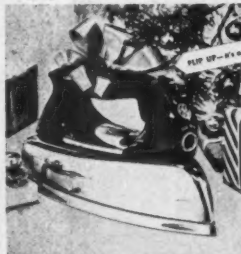
CITY _____

ZONE _____ STATE _____

It's time for a
well-placed hint!

...maybe you'll be lucky enough to get a G-E Steam and Dry Iron!

(IT'S TWO IRONS IN ONE!)



SLIP UP—It's a Steam Iron!

PRESS DOWN—It's a Dry Iron!

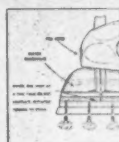
Look! Little women who have been told that a
housewife who has a good iron and dry iron for
a Christmas gift will be a gift that will keep on
giving work done for years to come.

Flip the button up, and it's a steam iron! You
can press out wrinkles, and steam gently washes
out a damp pressing cloth.

Or, flip down the button, and the self-ironing
action is dry iron, ready to make quick work of shirts,
blouses, and other starched pieces.

No ironing, and no ironing board—
just your General Electric Steam and Dry Iron!
General Electric Company, Small Appliances Division,
Bangor, 1, Connecticut.

NEW
STEAM
& DRY
IRON
\$18.95 (Suggested retail price)



Here's the inside story

Look! In the heart of the iron
is a steam-heating unit that
can be turned on or off. It
can also be turned on or off.
It's the same thing in the
heart of the iron.

The steam-heating unit
can be turned on or off. It
can also be turned on or off.
It's the same thing in the
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GENERAL ELECTRIC



as advertised in *Family Circle*

Almost 4,000,000 housewife-
shoppers will buy the
December issue of Family
Circle, which carries this
Christmas gift appeal for
General Electric's new
Steam and Dry Iron.
Display cards of this ad
can mean more Christmas
sales from the supermarket
shoppers whom appliance
dealers say are their best
prospects and customers.

as advertised in *Family Circle*

This Lewyt ad appears in Family Circle's
big Christmas issue. It's aimed
directly at shoppers who are the "purchasing
agents" for the many products used
in and around the home.



LEWYT WORLD'S
MOST MODERN
VACUUM CLEANER
NO DUST BAG TO EMPTY!



IT'S POWERFUL
With 100% suction.
NO LEAKING DUST
Cleaner than any other vacuum.
IT'S QUIET
Runs like a whisper.
IT'S ECONOMY
No dust bag to empty.
IT'S VERSATILE
Cleans everything.
IT'S DURABLE
Built to last.
IT'S MODERN
The latest in vacuum design.
IT'S SIMPLE
Easy to use.
IT'S SAFE
No sharp edges.
IT'S LIGHT
Easy to move.
IT'S CLEAN
No mess.
IT'S FAST
Cleans quickly.
IT'S SURE
Works every time.
IT'S BETTER
Than anything else.
IT'S THE BEST
Vacuum cleaner.
IT'S THE ONLY
One you need.
IT'S THE LEWYT
Vacuum cleaner.

Appliance advertiser using
sectional editions of Family Circle:

CHAMBERS
CORP.

"Chambers Range" is advertised in the editions of Family
Circle sold in all Safeway-New York, and Bohack stores.



SILVERWARE is not only one of the oldest but also one of the most frequently and successfully used premiums. At the January Chicago Markets buyers like this woman stopped in at the National Silver Co. to talk premium purchases with Arthur T. Franklin, assistant manager.

How About BUILDING SALES WITH PREMIUMS?

More effectively than a price cut, the right premium used at the right time will create traffic, volume and spot sales

A POSTCARD flutters down on the desk offering a set of drinking glasses free to anyone who comes to a certain grand opening. If you should buy a television set today, you will get free, as a special bonus, a lovely tiger lamp to place on the top of it.

This is the premium business. It crops up whenever there are excess inventories to move. It is a way of cutting prices for the dealer without disturbing the list price. Somehow, one can always whisk away the premium when times get good, but it is a hard matter to jack up a price that has once been cut.

Premiums appeal to children especially. In these boys and girls lie tremendous possibilities for premium use.

Not many people know it, but M. R. (Bob) Wilson, who was sales manager of Thor, had a father in the silverware business—the grand daddy of all premiums—and for years worked with them himself.

This premium business goes way back, he says. Years ago, when a family was sold a new cookstove, the salesman found the old one was entwined in the heart of the housewife. It was no good to a dealer, but she thought it was worth a lot. So in those days, a 12-piece aluminum set, costing from \$5 to \$8 was spread out in front of her—all nationally advertised brands—and she was overwhelmed with the plus value that she could get by turning in her old stove.

One of the oddities of the premium

business is that it has style. After aluminumware became common it was replaced in public desire by waterless cookware and, right before the war, copper-bottom utensils were the vogue.

A Jack of Many Trades

Premiums are used for a number of purposes:

1. To get traffic into the store. In these instances, they rarely cost more than 10¢ or 15¢.
2. They can be used to stimulate sales or to extend the selling season. The bushel-and-peck idea used by Thor—a basketful of groceries and potatoes—was employed to extend the selling season.
3. Then they can be used to create spot sales. For example, a free deal of

some sort costing around \$2.50 will greatly pep up the sale of \$50 items.

When he was associate editor of *Printer's Ink* magazine, Andrew H. Howe made a list of things that premium advertising has been used for. They were:

1. To encourage more frequent use of products.
2. To help consumers use the product properly.
3. To give the advertising a new sales appeal.
4. To stimulate repeat sales.
5. To get interest of children.
6. To check effectiveness of ads.
7. To get people to try the product.

(Continued on page 114)



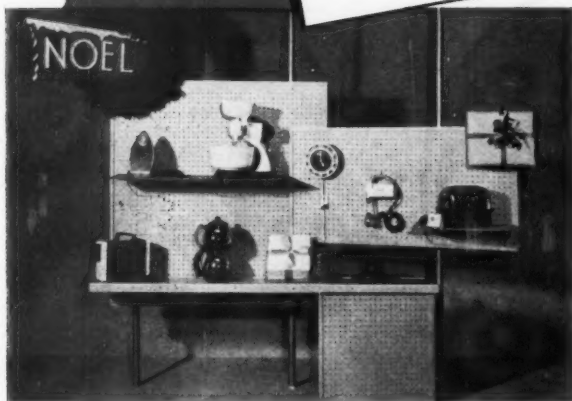
Ask Graybar to help you break all your Christmas SALES RECORDS

Your biggest selling opportunity of the year is coming up fast. But remember this: it's coming up even faster for your customers. And they NEED ideas!

**so jump into your
Santa Claus suit!**

Let your Graybar Representative give you tested, practical help on display, on newspaper advertising, on gift-wrapping. Investigate Graybar direct mail suggestions to tell everyone on your list that your store is the place to buy the most wanted, most treasured gifts there are. Graybar-recommended items, properly advertised, displayed and gift-wrapped will assure you of record year-end sales and identify your store as quality gift headquarters.

291-411



These photographs show how easily and attractively you can present electrical coffee makers, mixers and grilles with the display units available at special, low prices through Graybar.



Check these important points now:

- Ample stocks ● Seasonal displays
- Holiday promotions

NEED HELP? Call your Graybar Representative NOW.



GRAYBAR ELECTRIC COMPANY, INC.

Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.



The most profitable franchise in the Major Appliance business

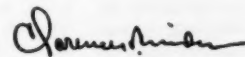
THE PROFITS, business reputation and future success of your business depend largely on how well you plan *now*.

Without question, your profitable future is tied to the new great sales expansion in present low saturation appliances—such as ranges, dishwashers, food freezers, room air conditioners, food-waste disposers, dryers. Your future as a major appliance retailer depends upon making the right association *now* with the manufacturer who offers a sound program for tomorrow's big markets!

If you will read the following 16-point General Electric program (with *your* store, *your* town and *your* long-term ambitions in mind) we believe you'll agree that only General Electric offers such an association.

1. **General Electric Offers an Outstanding Line—A Fine Line**—with a wide choice of models and prices—and the exclusive features your customers want.
2. **General Electric Offers "Consumer Preference"**—In independent national surveys, 55.7% of women said, "General Electric makes the best appliances."
3. **General Electric Offers Dependability** — G-E appliances have earned a nationwide reputation for year-in, year-out dependability unmatched by any other manufacturer.
4. **General Electric Offers Unusual Sales Opportunities**—Concentration on one fine line offers more efficient selling, with its consequent better turnover and fewer markdowns. Concentration on one *complete line of matched appliances* offers you the much-desired balanced annual sales curve.
5. **General Electric Offers Price Protection**—Protection on your reported inventory against lowering of list prices of General Electric Major Appliances.
6. **General Electric Offers A Powerful Advertising Program**—The Joan Davis and Fred Waring Shows on TV, the Bing Crosby Show on radio, leading national magazines and hundreds of newspapers are steadily pre-selling General Electric appliances to your customers.
7. **General Electric Offers Comprehensive Co-op Advertising**—General Electric, and its distributor, share the costs in newspapers, outdoor posters, car cards, TV, radio and motion pictures.
8. **General Electric Offers A Complete Display Program**—for each major appliance.
9. **General Electric Offers A Complete Sales-Aid Program**—tested special promotions, sales literature, presentations demonstration kits, consumer motion pictures, and many other aids for complete year-around sales programs.
10. **General Electric Offers A Realistic Sales-Improvement Program**—continuous sales education for sales personnel.
11. **General Electric Offers Dependable Product Service**—Product-service schools maintain high standards among G-E servicemen.
12. **General Electric Offers A Complete Finance Service**—The General Electric Credit Corporation covers every finance operation for *you* and *your customers*.
13. **General Electric Offers Continuous Distributor Cooperation**—The G-E plan is not simply to sell appliances to *you*—but to help you sell them to *your customers*.
14. **General Electric Offers Important Special Services**—The General Electric Home Bureau, leader in kitchen-laundry planning, and the Consumers Institute, conducting courses for salespeople in the proper use and care of appliances.
15. **General Electric Offers Prestige**—General Electric is the oldest and most respected name in the electrical industry.
16. **General Electric Offers A Stake in Its Blueprint of Opportunity**—Today, at Louisville, Ky., General Electric is investing millions of dollars in Appliance Park, the world's largest appliance-manufacturing plant.

Appliance Park is proof of our belief in the future of the appliance business. Appliance Park is designed to serve a rapidly expanding consumer demand with appliances that offer values greater than ever before. We sincerely think you can make your blueprints of the future bigger—by making them—and matching them with General Electric.



CLARENCE H. LINDER, General Manager

Major Appliance Division
Louisville 2, Kentucky

GENERAL  ELECTRIC



A WASHING MACHINE displayed out on the sidewalk often attracts shopping housewives, Dealer Kimbrel finds. He's always ready to invite the prospect inside for a friendly demonstration of the machine's capabilities.



THE PALATKA DEALER trusts his customers, gives them top service within and outside the warranty, sometimes accepts the customer's evaluation of a trade-in without having seen the appliance which is being offered.

With no employees beside himself, W. R. Kimbrel of Palatka, Fla., doesn't even have time to send out any bills. But he's only had two delinquent accounts in five years and realizes a volume of \$80,000

One-Man Appliance Store

A POST-WAR phenomenon is the one-man store. As a result of the shortage in sales help, there are many appliance stores scattered throughout the smaller cities and towns of the nation which are owned and operated by a single dealer, with little or no help whatever.

In such a store, about the best business principle the dealer can utilize is the Golden Rule, declares W. R. Kimbrel, appliance dealer of Palatka, Fla. This dealer trusts his customers and they trust him—and the Kimbrel Gas & Electric Co., which he owns and operates, does a respectable business volume of around \$80,000 annually.

The most remarkable part of the Kimbrel story is that he has no salesmen—in fact, no sales help whatever. From the time he opens his shop at 8 o'clock in the morning until he closes its doors at 6 p.m., he works alone. At lunch time, he steps across the street to the drugstore for a sandwich, keeping one eye peeled on his store meanwhile.

"Perhaps that explains why I must trust my customers," says Kimbrel.

"I do no high pressure selling, have no collectors, send out no bills nor do I advertise extensively. Of necessity, I am forced to operate within the store exclusively, so I have tried to make the most of the opportunities open to the one-man operation."

Washers Are Best Seller

Kimbrel's specialty is washing machines. In the city of Palatka (pop. 8,500) and the immediate surrounding area, his sale of Maytag washers in the past seven months has totaled 58 automatics and 101 conventionals. On several occasions, he has sold as many as four washing machines a day in addition to his other sales.

"There are three ways for the lone operator to sell washers," declares the Palatka dealer. "First, he must handle a reputable line of merchandise. Second, he must buy in good quantities in order to keep prices in line, and third, he must establish himself as a reputable and dependable dealer or, as it is frequently termed, 'sell' himself.

"I buy in carload lots to take advantage of the best prices obtainable

and I order in time to keep the supply of machines on hand at a steady number. I sell myself by being perfectly honest with my customers."

But the vital factor in keeping a one-man appliance store going is in establishing and maintaining a steady flow of traffic. The Kimbrel way of doing this is to serve as collector for every finance company with which he deals. He has approximately 400 monthly payment accounts which bring in a store traffic of nearly 5,000 persons a year.

Mr. Kimbrel prefers this method of reaching prospects to home demonstrations, house calls or advertising. As he points out, it gives him a chance to contact potential buyers, most of them old customers, in person rather than depending on come-ons, give-aways, free offers, discounts, and other methods of getting them into the store.

Statements Are Taboo

One unusual procedure adopted by Kimbrel is never to send out a statement of account. He's been in business in Palatka five years and has

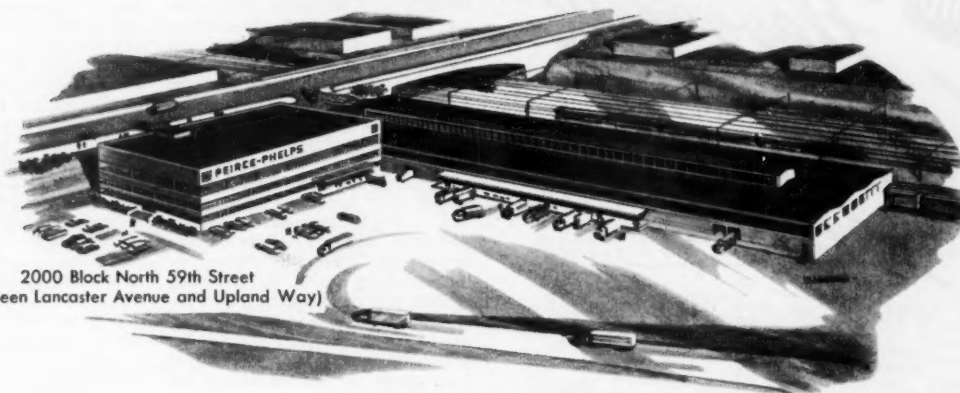
never billed a single customer. Yet, in that time, he has had only two repossessions. Some of his customers are negligent in payment sometimes, he admits, but when they are in financial straits, he tells them to come in and talk it over with him, then he helps them along in every way possible until they are in a better financial position.

Another unusual practice of Kimbrel concerns acceptance of trade-ins. If he is unable to check over the appliances to be traded-in, he'll talk it over with the customer and most of the time, accept the customer's word for the appliance's trade-in value, then go ahead and accept the replaced unit sight unseen. It is a rare instance, he declares, that one of these trades does not pan out satisfactorily, since the customer's estimation of the worth of the used appliance is about the same or lower, than the dealer's.

"It's the Golden Rule at work," the dealer sums up, "and that is just about the best selling method that has ever been devised for the one-man appliance shop." *End*

Now in Philadelphia

AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT



2000 Block North 59th Street
(Between Lancaster Avenue and Upland Way)

just built by

PEIRCE PHELPS

One of the Nation's Largest Appliance Distributors

A NEW CONCEPT IN WHOLESALE FACILITIES TO BETTER SERVE A GREAT MARKET

Nearly 5 acres under roof • 17 Car Siding • One story—18 ft. ceiling warehouse • Platforms accommodate 40 trucks • Extensive Parts and Service facilities • Unique showroom with novel modern displays • Separate dealer training rooms • Large auditorium with stage • Live kitchen and dealer dining room • Unusual parking facilities

"FOR OVER A QUARTER OF A CENTURY"

EXCLUSIVE DISTRIBUTORS OF AMERICA'S TOP APPLIANCE LINES IN EASTERN PENNSYLVANIA, SOUTHERN NEW JERSEY & DELAWARE

- ADMIRAL
- A. O. SMITH
- HARDWICK
- NEW HOME

- WHIRLPOOL
- AMANA
- EUREKA
- HEIL

- YOUNGSTOWN
- CARRIER
- DUO-THERM
- JANITROL

- PROCTOR
- DORMEYER
- (AND MANY OTHER
ELECTRIC HOUSEWARES)

ALSO TWO OTHER DISTRIBUTING PLANTS



HARRISBURG, PA.

25 South Tenth Street

ALLENTOWN, PA.

3rd and Cedar Streets



You are cordially invited to visit our new building . . .

Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE PHELPS



One of the Nation's Largest Appliance Distributors

AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT

WEST BEND Flavo-matic® in Color*

Success story in three colors. That's West Bend's famous Flavo-matic, the automatic coffee maker styled to the new color trends featured in all the popular home furnishing magazines. Homemakers are discovering the West Bend Electro-finish colors are easy-to-clean and always look fresh and bright. Month after month sales are climbing. Why not ask your distributor promptly and profit from the big demand for color, too.

*DELPHINIUM BLUE SUNSET GOLD CHERRY RED



Yes...
it's in color

(PERMANENT ELECTRO-FINISH)

RETAIL
\$13.95

in plain polished aluminum, too... \$11.95

WEST BEND ALUMINUM CO., West Bend, Wisconsin

Will You Miss Out on the Food Plan Boom?

CONTINUED FROM PAGE 65

eventually, and mostly in relation to the limited urban population. Arnold P. Tower, pres., B. M. Tower Co., Inc., Bridgeport, Conn., analyzed his New England territory after returning from Los Angeles and his frank comment is that "... we in New England certainly have missed the boat on freezers ..." because he finds in his area a good market for the food-freezer plans after certain problems have been met. Kelley Currey, distributor in Nashville, Tenn., believes that the food-freezer plan will go over in his area, "... but it will take considerable time before developing." James I. Campbell of the West Texas Distributing Corp., Lubbock, Tex., does not believe that the food-freezer plan "... will be as successful in this immediate area as it was in the Los Angeles area." From his closeness to the west Texas market, Mr. Campbell believes that there will be "... opposition to the plan in the beginning due to the bad publicity which it has received in some areas ..." but that "... with the presentation of the right plan on a fair, legitimate basis we believe that it will work, and without a doubt will be a success eventually in west Texas."

The enthusiasm of these men is more than the normal optimism necessary for anyone involved in sales. Their opinions were expressed to ELECTRICAL MERCHANDISING after they had seen food freezer plans in operation and had heard about the problems and pitfalls as well as the potentials. They made comparisons in their home territories after finding that at the time of their visit there were 211 food-freezer plans in operation in southern California. They had visited such specialty firms as Metropolitan Food Plan, which produces its volume with an average roster of 54 salesmen. They met and listened to Marks and Nuno, partners operating a food plan in No. Long Beach. With one salesman, this pair has been selling an average of 50 freezers a month. The group studied the operation of Lloyd Dennee, a full line appliance dealer who has food plans operating out of five separate stores. In addition they visited locker-plant food plans, small appliance dealers, food purveyors, etc., in the five days they devoted to this intensive study.

Local Problems Will Be Met

As a result of receiving this broad picture, these distributors seem cognizant of problems that food-freezer plan development may encounter in their territories. Also, as they watched the plans in operation in southern California, they realized that there were conditions peculiar to their own areas which might enhance sales. In Chicago, for instance, the distributor bases much of his enthusiasm on the possibility of emphasizing the convenience story during October through March when "the weather is cold and

wet" instead of the economy story which has been the major pitch in Los Angeles. "The expansion of building of new homes in our area at great distances from shopping centers is another factor in our favor."

Two basic problems were emphasized to the Amana group regularly during the general meeting which was held on the first day, that of the necessity for having satisfactory food financing, and the problem of getting a satisfactory food source. At the meeting in the Hollywood-Roosevelt Hotel, where the group was housed by Amana, the guests heard Robert Condie of Amana Freezers & Refrigeration, Temple City, Calif., tell how he had become one of the first food plan operators following the Bank of America's willingness to finance the food order. John Gensley of the Bank of America presented the history of food-freezer financing beginning with some activity in 1941 when locker owners wanted to finance quantity purchases of foods. That stopped during the war and there was no further activity until in 1949 a dealer suggested financing food for freezer purchasers. The objections, said Gensley offered by many in the banking business were: (1) it is economically unsound to borrow for food; (2) a freezer is a luxury; (3) the amount desired was too high. The Bank of America finally approved the idea because it felt that it was financing the utility of the food freezer combination.

After lending well over \$1,000,000 on food-freezer contracts, the bank feels that its experience has been good but it has seen problems develop in the business. At one time, Gensley stated, conditions got so bad that the bank had to consider whether or not to continue. The bad practices which were injuring the food plan operators' status with the lending institution were: (1) over-emphasis on food savings; (2) the bonus program, in which the promise of a reward for procuring leads was built up to indicate that the buyer would make enough on the leads to pay for his own purchase; (3) exaggerated advertising claims; (4) ballooning price of freezer in order to give higher commission to the salesman; (5) selling too large a freezer. However, the visiting distributors were able to report to their bankers elsewhere in the country that the Bank of America still feels that there are advantages in financing the food plans. Gensley stated that after the bank began "policing" the food plan operators, the overall picture became one in which the delinquencies are under normal, losses are negligible, and there is competition entering the field between lending agencies trying to get the food paper.

Financing Is a Must

The notes of most distributors as they returned to their home areas showed that to enter food-freezer plan

(Continued on page 92)

SUCCESS STORY

—continued



Foods Don't Dry Out in an
Admiral Dual-Temp. That
clean-cut true story keeps
the line of buyers moving
in on the Admiral Dealer.
It's been like that for all
of seven years. Today it
continues so strong that
turnover and profit for the
Admiral Dealer keep right
on going UP!



DUAL-TEMP
MADE ONLY BY
Admiral
AMERICA'S MOST WANTED REFRIGERATOR

ADMIRAL CORPORATION 3800 WEST CORTLAND • CHICAGO 47, ILLINOIS
ELECTRICAL MERCHANDISING—NOVEMBER, 1952

PAGE 85

Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE PHELPS



One of the Nation's Largest Appliance Distributors

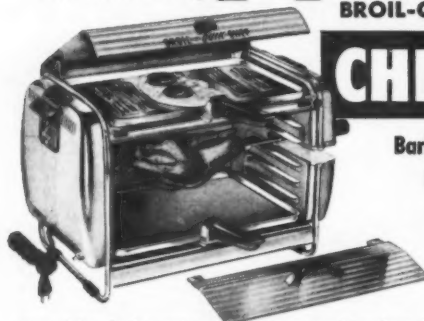
AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT

BROIL-QUIK

REGISTERED TRADE NAME

INFRA-RED BROILERS AND ROTISSERIES
From the World's Largest Manufacturer
MOST WANTED...MOST HEAVILY ADVERTISED

The Amazing **5** in **1** **INFRA-RED BROIL-QUIK®**



CHEF

Barbecues!
 Roasts!
 Broils!
 Grills!
 Fries!

Round-the-clock cooking—prepares everything from breakfast eggs to barbecue supper! • Completely concealed motor • Top and bottom sections may be used simultaneously • Removable spatter shield • E-Z Grip side handles, detachable Kool-Grip tray handle • 6 Broiling levels • Triple chrome plated, heavy gauge steel body

\$5995

23" overall with built-in electric motor AC only

INFRA-RED BROIL-QUIK®

TRIO

Broils!
 Grills!
 Fries!



Grill and broiler may be used simultaneously. • Separate tray for grilling and frying • Family size broiling area; 4 heat levels • E-Z Grip side handles; detachable, space-saver, Kool-Grip tray handle

\$3995

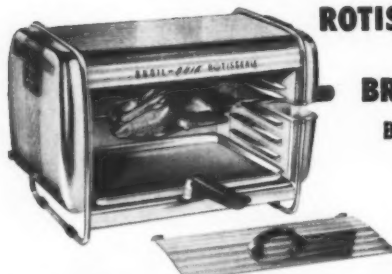
19" overall

AC-DC

INFRA-RED BROIL-QUIK®

ROTISSERIE and BROILER

Barbecues!
 Broils!
 Roasts!



Shish Kebab to luscious steaks! • Completely concealed motor • Triple-chrome plated heavy gauge steel body • E-Z Grip side handles • Space-saver, detachable tray handle • 6 Broiling levels • Detachable spatter shield of chrome plated steel

\$5495

23" overall with built-in electric motor AC only

INFRA-RED BROIL-QUIK®

BROILER

World's
 Finest!



Wide-open front gives foods that "outdoor-broiled" flavor. • Oversize capacity—2 beautiful models • 4 Broiling levels • Rectangular infra-red element • Triple chrome plated heavy gauge steel

Model A — 17" overall **\$32⁹⁵** AC-DC

Model B — 19" overall **\$35⁹⁵** AC-DC

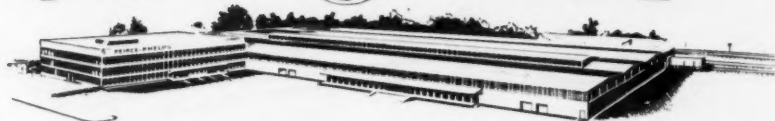
Make Meals Taste Better...Faster!

Write for catalog sheets today!

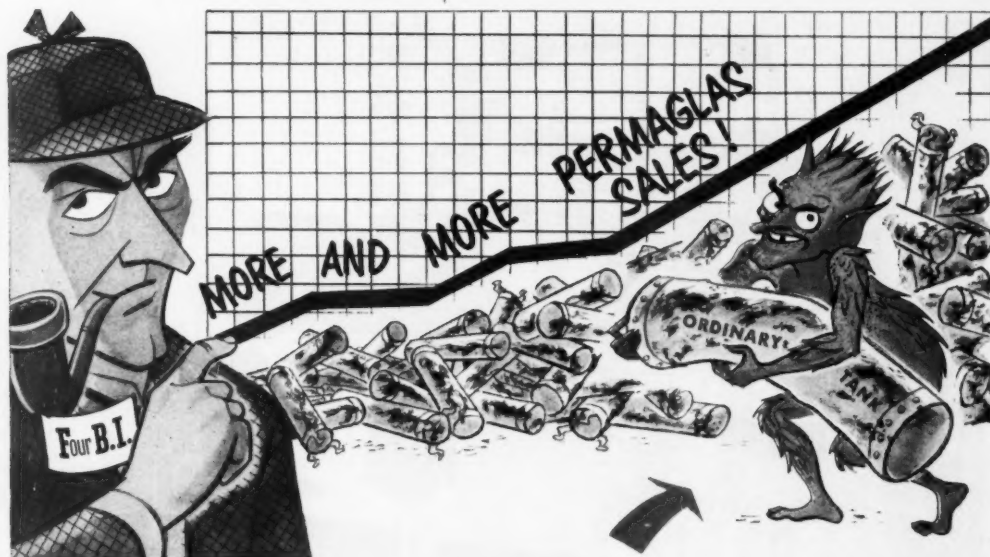
BROIL-QUIK COMPANY • 2330 FIFTH AVENUE • NEW YORK 37, N. Y.

Exclusive Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE PHELPS



One of the Nation's Largest Appliance Distributors
AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT



"RUTHLESS RUST"

One of your two best salesmen for

A.O. Smith
Permaglas[®]
AUTOMATIC WATER HEATERS

As "Ruthless Rust" stacks up rust-eaten ordinary water heater tanks, Permaglas sales curves go higher and higher.

Year in, year out, "Ruthless Rust" is your best A. O. Smith Permaglas water heater salesman... destroying ordinary water heaters... making Permaglas with Four B.I. Protection the natural replacement!

No wonder customers are demanding longer-lasting Permaglas to be sure of Four B.I.

Protection from all attacks by rust and corrosion.

Only A. O. Smith Permaglas Automatic Water Heaters have Four B.I. Protection, including glass-surfaced steel tanks that can't rust because glass can't rust!

For complete information on Permaglas water heaters and Four B.I. Protection, write A. O. Smith Corporation, Permaglas-Heating Division, Dept. EM-1152, Kankakee, Ill.

COST NO MORE than ordinary water heaters

SALES: Atlanta 4 • Chicago 4 • Dallas 2 • Denver 2
Detroit 2 • Houston 2 • Los Angeles 21 • Mid-
land 5, Texas • Milwaukee 9 • Minneapolis
New York 17 • Philadelphia 3 • Pittsburgh 19
San Francisco 4 • Seattle 1 • Springfield, Mass.
Tulsa 3 • Washington 6, D. C.

International Division: Milwaukee 3
Licensee in Canada: John Inglis Co. Ltd.
SERVICE: Chicago 17 • Dallas 1 • Los Angeles 12
Union, N. J.

A.O. Smith

PERMAGLAS-HEATING PRODUCTS



Permaglas Automatic Electric Water Heater. Avail-
able in 30- to 80-gallon sizes in electric, gas and
LP-Gas types; UL and AGA Approved.



Manufacturers also of A. O. Smith Gas Conversion
Burners, Home-heating Boilers, Warm-air
Furnaces and Commercial Water Heaters

Exclusive Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE PHELPS



One of the Nation's Largest Appliance Distributors
AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT



Beautiful steel Youngstown Kitchens like this are now realities in thousands of homes in the Peirce-Phelps territory.

CONGRATULATIONS, PEIRCE-PHELPS

You have contributed to many great advances . . . including the gigantic growth of our great new industry, KITCHEN MERCHANDISING!

THE last few years have been the most exciting, most progressive in the history of the appliance business . . . and Peirce-Phelps has contributed materially to the growth from infancy to a huge, profitable giant.

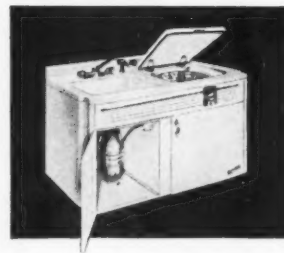
One of the most important milestones during this growth was the birth of a great new industry—kitchen merchandising. In only twelve and a half short years, kitchen merchandising has be-

come an extensive field with specialists of its own.

Mullins Manufacturing Corporation is proud to be a leader, with Peirce-Phelps, in this gigantic kitchen business. And with the addition of new advances such as the Jet-Tower* Dishwasher, we are enjoying this exciting appliance business more than ever.

Congratulations, Peirce-Phelps, from the makers of Youngstown Kitchens.

*Reg. U.S. Pat. Off.



Youngstown Kitchens Jet-Tower* Dishwasher. In just 2 years since its introduction, the Jet-Tower* Dishwasher has advanced to leadership in its field.



Youngstown Kitchens

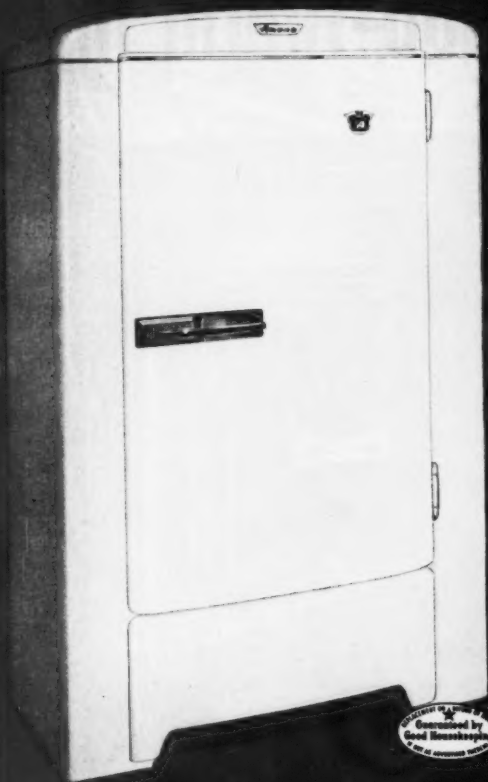
MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

Youngstown Kitchens are sold throughout the World

Exclusive Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE & PHELPS

One of the Nation's Largest Appliance Distributors
AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT



**Tested in
Performance!
Proved in
Profits!**

THE
Amana
UPRIGHT FOOD FREEZER

When you buy an Amana food freezer, you are getting the highest quality in the industry. Amana's food freezers are built to last and are guaranteed for 10 years.

Amana is taking the time to make sure that every Amana food freezer is built to last and is guaranteed for 10 years.



"The World's Largest Exclusive Manufacturer of Home Food Freezers"

Exclusive Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE PHELPS



One of the Nation's Largest Appliance Distributors
AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT

Keep your eye on Duo-Therm in '53



During its 25-year history, Duo-Therm has led the industry with exclusive "firsts".

For example, Duo-Therm is...

- First with exclusive Dual Chamber Burner!
- First with exclusive Fine Furniture Styling!
- First with exclusive Power-Air Blower!

And now... another big Duo-Therm "first" for '53!

It's a sensational, new and exclusive home heater development. Watch for it *soon*... from Duo-Therm!

DUO-THERM

Always the Leader

Division of MOTOR WHEEL CORPORATION
Lansing 3, Michigan

Exclusive Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE PHELPS

One of the Nation's Largest Appliance Distributors

AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT



DEALERS' VERDICT

No other automatic
washer and dryer
can compare with

Whirlpool

Don't settle for less . . . sell
the best and you'll make
much more! Come over to
the profit side with WHIRL-
POOL the world's largest
manufacturer of washers,
dryers and ironers.

Whirlpool
CORPORATION

St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana



Whirlpool...going places by doing **big things in a big way!**

Exclusive Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

PEIRCE PHELPS



One of the Nation's Largest Appliance Distributors

AMERICA'S LARGEST AND MOST MODERN TV AND APPLIANCE DISTRIBUTING PLANT

FEATURE
ELECTRIC
HOUSEWARES
FOR XMAS!



HANDYHOT'S
UNUSUAL GIFTS
CREATE
MORE SALES

Handyhot

Lovely Gifts For Any Occasion —
Plus Sales and Profits for Every Dealer!



DELUXE
JUICIT

For "plus" profits on any gift-day! Sun-kist approved Juicit. Extracts 20% more vitamin-rich juice from every orange. No bitter oils from rind.

AC ONLY, UL. No. 2701. LIST: \$21.50

DELUXE TRAVEL IRON



Here's a "sleeper" — perfect gift item for vacationers, travelers, brides, "Going-away" presents. A good seller at any time of the year. Six irons in bright self-display carton.

AC-DC, No. 1178. LIST: \$7.50



PORTABLE
ELECTRIC
WASHER

For a "different" gift! Ideal for the day-to-day washing—a must for the young mother. Large washer performance. Automatic timer. Compact storage. Creates "new" sales for you.

AC ONLY, UL. No. 2002. LIST: \$39.95

ELECTRIC ICE CREAM
FREEZER



A gift appreciated by the whole family. Opens up a brand new market for you! Makes ice cream quickly, conveniently—electrically! AC ONLY, UL.

No. 2201. LIST: \$19.95 (1 QT.)
No. 2204. \$27.50 (4 QT.)

Slightly higher on West Coast

Handyhot

QUALITY APPLIANCES

See Your Distributor

or Write to Dept. EM-11

CHICAGO ELECTRIC MANUFACTURING COMPANY, CHICAGO 38, ILLINOIS

Food Plan Boom

CONTINUED FROM PAGE 84

merchandising they would need to have available a local financing agency that would provide approximately the following type of financing: a standard conditional sales contract for the freezer, usually 10 percent down and 24 months for the balance; a personal loan arrangement that would provide the purchaser with all the money needed to buy the food package, usually with no down payment and six months for the payments. Should the purchaser wish more food before the six months was up, a refinancing plan should be available to applicants with good credit standing.

That credit institutions across the nation are not all sold on the idea of financing food purchases was evident during the trip when distributors asked advice on how to present the food freezer plan to bankers. That it is a problem even a couple of months later is evident in the reports to ELECTRICAL MERCHANDISING. Fred T. Ramsey, sales manager of Ramsey-Bennett Co., Cleveland refrigeration and air conditioning distributors, states: "Thus far in Cleveland, all the financing institutions are being ultra-conservative on granting credit on food plan purchases." However, he believes that "this can and will be overcome" and that the plans will develop in the Ohio area during the next two years to the point they have reached in the West. Meeting similar problems in eastern Texas, Drew T. Roberts, president of Roberts Distributing Co., Houston, indicates that his firm had to make special arrangements to handle the food contracts when his firm set up a food freezer plan in November 1951 to test its feasibility in metropolitan Houston. He says: "... we were convinced that the food-freezer plan would be extremely successful as soon as we, as distributors, had solved the financing of foods, which was turned down cold by the banks as well as other financing firms in the Southwest."

Good Food at a Good Price

Emphasis on having a satisfactory source of food was made from the beginning of the meeting in Los Angeles. At the general meeting, Amana brought in the staff of the James Jennings food-freezer operation, including butchers and wrapping staff to give a demonstration of meat cutting and wrapping. During the days in the field, in groups of fifteen, guided by men from the staff of distributor Jack T. Powell, they visited: the Home Ice Co., a food purveyor which is in the freezer business; the Amana Foods & Freezers of North Hollywood, a freezer specialty concern with its own food operation; three specialty freezer concerns having outside food sources; Lloyd Dennee, an appliance dealer with wholesaler food supply; and Swanson's, an appliance dealer with supermarket food supply.

They learned that a reputable supply of food was the most important (Continued on page 94)

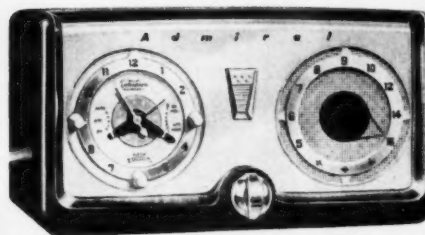
This Year Make it an *Admiral Christmas*

**RING A MERRY CHRISTMAS TUNE WITH AMERICA'S
MOST-WANTED, FASTEST-SELLING RADIOS**



5Y22
\$79⁹⁵

Here's the one big-name radio line with *everything* to make cash registers play "Jingle Bells"! *For your customers*—high style, low price tags, proved performance and a trusted name. *For you*—a short line with every item *hot*, and the best profit margins in the industry! Plenty of bright, colorful, Christmas display material available, too. Contact your Admiral Distributor today for complete details of promotion program. Stock up—display—and *sell* Admiral radios!



5A32 MAHOGANY
\$39⁹⁵

5Y22. Admiral's sensational Super "600" Triple-Play phonograph combined with supersensitive radio in a trim mahogany plastic cabinet just 9" high! Simplest record changer ever built, plays all sizes, all speeds, all automatically. Loaded with gift appeal for small homes, playrooms, students.

5A32. Hottest gift item in the radio field! Beautiful Admiral De Luxe Clock-Radio, lavishly trimmed in gold. Automatic "slumber switch" . . . automatic appliance plug-in . . . full-toned radio . . . one-knob tuning and volume control. Choice of mahogany or ivory.

5X21. The newest design in clock-radios, featuring large clock face, "hidden" radio dial . . . at an unbeatable low price! Equally at home on a man's desk or lady's dressing table . . . anywhere you'd put a clock! Styled for Christmas giving in ebony, mahogany or ivory plastic.

5521. Low-price gift sensation of the year . . . a little "giant" for power and tone! Choice of ebony, ivory, mahogany plastic.

6C22. A 6-tube beauty engineered for distance. Stunning modern cabinet, rich golden escutcheon, mahogany or ivory.

Prices slightly higher south and west . . . subject to change without notice.

5521 EBONY
\$19⁹⁵

5X21 EBONY
\$32⁹⁵

6C22 MAHOGANY
\$34⁹⁵

CONTACT YOUR DISTRIBUTOR NOW—MAKE IT AN ADMIRAL CHRISTMAS!

Check your stocks—get set for what promises to be a landslide Christmas business! Make sure you have the *full* Admiral radio line, and set the scene with the big, bright Admiral Christmas Display Kit! Contact your Admiral Distributor.



PIN DOWN EVERY PROSPECT

with PINCOR!

You can't lose Power Lawn Mower Sales with **PINCOR'S** NEW 1953 LINE Packed with Exclusive Features!

Every prospect buys when it's a Pincor, for with Pincor the price, design, modern features and variety of sizes adds up to complete customer satisfaction. So pin down each customer—show him Pincor had his particular needs in mind when they built their mowers the exclusive features of Self Sharpening Blades, "Guide Easy" multi-grip handles, $\frac{1}{2}$ " to $2\frac{1}{2}$ " cutting heights and many other outstanding advantages for 1953.

Nationally advertised—and complete Pincor-trained service stations throughout the U.S.

PINCOR SEVENTEEN and NINETEEN ROTARY

Lightweight. Mulches tough weeds and grass.
1.5 H.P.,
2 cycle.
Pincor Engine.



PINCOR P-22

The finest made Pincor Gas Engine 2 H.P.,
4 cycle. Built-in self sharpening.
Also 20" Super 2 H.P.,
4 cycle.



HAND MOWERS

A-16 and B-16
Precision built
All steel frame
Popular and
step up prices



ALSO POWER TOOLS AVAILABLE

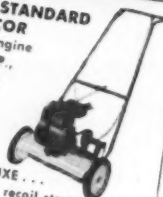
- $\frac{1}{4}$ " drills
- saw attachment
- drill kits
- power saws

PINCOR PRODUCTS

Manufactured by
Pioneer Gen-E-Motor Corporation
5835 West Dickens Ave. • Chicago 39, Illinois
Export Address: 25 Warren St., New York 7, N. Y.

18" STANDARD PINCOR

Gas Engine
1.6 H.P.,
4 cycle



18" DELUXE...
Featuring recoil starter.
Guards on V-belt and chain.
Also 18" Special Mower.

21" STANDARD PINCOR

Gas Engine
1.6 H.P.,
4 cycle



21" DELUXE...
Featuring recoil starter.
Guards on V-belt and chain.
Also 21" Supreme
2 H.P., 4 cycle.

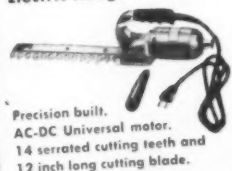
20" ROTARY

For rough ground. Mulches grass. Heavy duty.
2 H.P., 4 cycle.
Pincor Engine.
Cuts close to trees (within $\frac{1}{4}$ ").



Electric Hedge Trimmer

Precision built.
AC-DC Universal motor.
14 serrated cutting teeth and
12 inch long cutting blade.



"Sno-mover"

Gathers, Throws and Blows wet and dry snow away.
Cleans a path 15" wide.
Removes snow up to 24" deep.



LOOK
BRAND
NEW!



Write for
new complete catalog
and price sheets today.

Will You Miss Out on the Food Plan Boom?

CONTINUED FROM PAGE 92

single factor in getting referral sales. They were advised to keep close watch on the food purveyor, regularly checking both the quality and the quantity of food supplied to the freezer purchasers. In organizing food plans in their areas they were advised to see that each operator guaranteed his food, that neither the salesman nor the operator made a profit on the food.

Food Supply a Problem

From their experiences prior to making the trip to southern California, many of the distributors were extra anxious to get further information on establishing a relationship with a food purveyor. Even weeks later this is a problem, as Arnold Tower reports from Bridgeport, where, he says, "we have to develop good merchandising food purveyors to cooperate with our freezer dealers." Among the reasons causing James I. Campbell of Lubbock, Tex., to believe that food-freezer plans may be slow in starting there is the food supply. "Being a much smaller city than Los Angeles, Lubbock has a grocery trade that is more personalized. At the present time two major chains are doing about 75 percent of the grocery business. I think that they are in a more competitive position than the food stores of southern California." And in Ohio, the present picture as presented by Fred Ramsey is that: "As yet, in the Cleveland area there are no food sources that can be used generally by food plan operators. The requirements are a high quality product, high integrity, good fast freezing facilities, home economist, delivery service, and a willingness to sell any wholesale cut of beef at wholesale prices, not just those cuts that are in long supply at the time. This is hard to find."

The Dealer's Chances

It was impossible for the group of distributors and other guests of Amana to make this intensive study of the southern California food-freezer bonanza without being impressed by the role that had been taken by the specialty operator. After more than two years in which the food plans had been sold, about a hundred specialty concerns were doing most of the business; the 4,000 or so appliance dealers in that area were doing a small percentage. However, these experienced distributors in most cases realized that they were witnessing an example of merchandising not untypical of the area and the reputation for high pressure selling which it has fostered. That in their own territories a different approach might be more suitable had to be considered when they began individual efforts to develop food-freezer plans. It is evident in such a statement as that of James I. Campbell who says "I think that business methods in southern California are a great deal different than those of West Texas. It is well known that

promotional ideas and gimmicks are more successful in that market than in our more conservative one."

Yet, in most cases, the distributors have decided that expansion or origination of food-freezer plans in areas east of the Rockies will require specialty selling to initiate the plans and to create the wave of public enthusiasm and acceptance that brings volume to a profitable level. Whether such specialty selling will have to come from independent concerns, or whether it can be handled by dealers with specialty selling departments, is a subject on which not all agree. Few believe that the full line appliance dealer is right now a major factor in developing food-freezer plans.

Dealers Are Not Sold

In the Chicago area, where Perry Winogur of Amana-Chicago Corp. reports that there are five food plans selling a total of 500 to 700 freezers a week, this distributor says: "I believe from personal experience that the full line appliance dealer has not reached the stage where he is willing to develop an outside selling apparatus. It appears that the full time professional food-plan operator is a necessity for a major urban community because he has the ability to sell his product in the home. This package, which costs as much as \$700 for the freezer and \$300 for the food, cannot be sold in the store but must be discussed with the housewife and the husband over the kitchen table. If the appliance dealer is reluctant to organize this outside selling force, it will be brought sharply to his attention that he is losing opportunities for closing sales in a market which he has come to think of as his own. Then and only then is the appliance dealer willing to go to work and expense of procuring and training an outside selling apparatus ranging anywhere from one to ten men". His thoughts are mirrored in the thinking of W. C. Campbell of the Parker Co., Denver, who believes that the full line appliance dealer will not be a factor in the beginning but "very possibly later as he realizes the potential."

In the Philadelphia market, Newton Missell of Peirce-Phelps, Inc., believes that "... a legitimate food-freezer plan has a very definite value to the consuming public, the major appliance dealer, the distributor and the factories." However, while he feels it is early to respond definitely, he says, "Our ultimate goal is definitely to attempt to make the full line appliance dealer a major factor in the development of this business. At this time, the appliance dealer is not the primary factor..." The West Texas Distributing Co. is "... attempting to get specialty dealers. Because of the organization of the food plan and the great amount of work which is necessary, most of our full-line ap- (Continued on page 98)

**A MODEL FOR
EVERY CUSTOMER!**

**A PRICE TAG
FOR EVERY POCKET!**

**BIGGER MARGINS
FOR YOU!**

The big new COOLERATOR Leadership Line for '53



Model HB-20

NEW! 8 ELECTRIC RANGES!

Space-saver range for a small kitchen? Big low-cost double-oven model? Deluxe push-a-button double-oven model? Not one—but *two*—infra-red broilers? They're all here—and more besides—for tops in choice for every customer.



Model RTB-119, 11 cu. ft.

NEW! 10 REFRIGERATORS!

Perfect Automatic Defrost, new roll-out shelves, separate freezer chest, extra shelves in the door, butter savers, adjustable shelf space, left-or-right opening doors—they're all here—every feature your customer is looking for, in sizes from space-saver to "super."



Model UFB-183, 18.3 cu. ft.

NEW! 3 UPRIGHT FREEZERS!

In 18, 25 and 32 cu. ft. sizes here are the new upright freezers that are zooming in popularity! Every shelf is a fast freezing plate for efficiency and economy. "Cupboard convenience" for fingertip selection.



Model FB-200, 20 cu. ft.

NEW! 3 CHEST FREEZERS!

In 10, 14 and 20 cu. ft. sizes these are the chest-type freezers that take care of every family from large to small. Convenience is built right in with baskets, space dividers, trays, separate fast freeze compartments.

It's our biggest, newest, most brilliant line ever! This is a line which in *itself* is a complete, comprehensive pattern for selling. Every model has been designed for a need—to sell every customer, no matter what their purse or purpose. And—there's no private brand competition when you sell Coolerator.

See your distributor today!

**PLUS! 4 NEW
ROOM AIR CONDITIONERS!**

Coolerator
ELECTRIC REFRIGERATORS, RANGES,
FREEZERS, & ROOM AIR CONDITIONERS
AN ITC ASSOCIATE

See Coolerator's Full-Color National Advertising in:

McCall's
Saturday Evening Post
Better Homes and Gardens

Good Housekeeping
Farm Journal
Household Sunset

THE COOLERATOR COMPANY • DULUTH, MINNESOTA

SEE
Vornado[®]
BEFORE YOU BUY!

- ★ EXPANDED LINE
- ★ COMPETITIVE PRICES
- ★ MOST SALES FEATURES
- ★ LEADER IN QUALITY
- ★ TOPS IN PERFORMANCE
- ★ BEAUTIFUL STYLING
- ★ FINEST ENGINEERING



*World's Finest
Air Conditioner*

Dealers Everywhere Recognize Vornado as the Greatest

A Product of The O. A. SUTTON

SEE
Vornado[®]
BEFORE YOU BUY!

- ★ UNEQUALLED ACCEPTANCE
- ★ A SURE SELLER
- ★ IN A MARKET
BY ITSELF
- ★ OVER 5,000,000
SATISFIED USERS
- ★ EXCLUSIVE DESIGN

*World's Finest
Air Circulator*



Profit Builder in the Cooling Appliance Industry

CORPORATION

• Wichita, Kansas

The new **HOOVER** **DUSTETTE**

Picks up customers



like it picks up dirt

Here's why women fall in love with it, why men fall for 'em, too.

1. Carried like a handbag (and nearly as light) the Hoover Dustette reaches hard to get-at places.
2. Extra length, non-kink rubber cord reaches a full 18 feet from outlet. Reaches all around most rooms or all the way upstairs without shifting plug.
3. You can even plug it in inside the house and take the Dustette outside to clean the car upholstery.
4. Ideal for cleaning furniture, mattresses, stair treads and risers, auto interiors, draperies—even picking the lint from your blue serge suit!
5. Efficient, 17,000 RPM motor builds up powerful suction—gets the dust, and brush in nozzle picks up litter in a jiffy.
6. Modern, functional design for perfect balance, permanent good looks and a lifetime of dependable service.

Sell this profitable, fast-moving Hoover product. Ask your distributor or write us for details.

*They'll be happier
with a Hoover*

THE HOOVER COMPANY, North Canton, Ohio



Will You Miss Out on the Food Plan Boom?

CONTINUED FROM PAGE 94

pliance dealers do not have the enthusiasm nor the time to devote to pioneering . . . After it has been pioneered, I believe that most of the full-line appliance dealers will enter into the food plans." The distributor in Louisville, Ky., Stratton & Terstegge Co., believes the food-freezer plan will make tremendous strides in that section, but, says appliance manager Harry S. Harlow, "I think the full-line appliance dealer will not be a major factor . . . that it will come first from the food merchants."

Dealer Plans Are Succeeding

While these distributors had been most impressed by the large volume specialty operations in southern California they had been given opportunity to study appliance dealers who were developing above normal freezer volume through tie-in with a food plan. They visited with Lloyd Dennee's Inc., a full-line appliance-TV chain considered "the largest dealer in the Southwest", which has set up a food-freezer plan at five of its stores. In each case, the food plan operation is separate from all other activities. More representative, however, of the appliance dealers with whom the visiting dealers are working in their home territories is Cliff Swanson, Studio City, Calif. Here the visitors found a full-line appliance-TV dealer who had upped his freezer sales from 4-5 a month to 20 or more by establishing a food-freezer plan with a local supermarket (Piggly Wiggly) as the food source. But here, too, the visitors saw a set up in which the food-freezer selling was organized separately. Swanson provides enough space in the rear of his store for the display of about three freezers, desk space for the freezer sales manager and a place for the freezer salesmen to keep their records.

Swanson says that, while the local appliance dealer has many advantages that can make him an important factor in food-freezer selling, the dealer must realize that he is selling in competition with high-pressure specialty organizations. To meet that competition, the dealer must meet them on their best grounds—selling by men who are concentrating on those sales only, and pass them with features the specialty dealer doesn't have—the backing of a dealer service operation and a local, permanent address, plus the advantages of a local, accessible food source.

Swanson recommended to Amana's guests that the full-line appliance dealer continue his regular appliance-TV organization and continue to advertise that operation without mention or inclusion of the food-freezer plan. Then, the food plan can be handled by a separate crew of men picked carefully for this specialty selling job. He said that the dealer must be careful to pick salesmen who could do the necessary forceful job without any action or claim that would injure

the concern's reputation as an appliance-TV source. In selecting his salesmen, he has tried to find men who had necessary specialty experience but who had not worked previously for a specialty food-freezer plan.

Specialty Departments Work Best

The operating methods of Lloyd Dennee and Cliff Swanson appear to be similar to what many of the Amana distributors view as those most likely to be successful as food-freezer selling gains strength in their territories. In New England, says distributor Arnold Tower, "I am not quite certain that unless the dealer has a specialty department for freezers that he can do any appreciable business." In Florida, "... a great deal of our business will come through the full line appliance dealer . . . the most successful of these dealers will have special salesmen operating on the food-freezer plan . . .", sales manager Cunningham of Major Appliances Inc. told ELECTRICAL MERCHANDISING. In eastern Texas, where food-freezer plans are fairly well established, Drew Roberts of Houston is confident that the only way to sell freezers with a food plan through dealers is "... to establish specialty dealers who sell nothing but freezers, or a general appliance dealer who sets up a separate specialty division to handle nothing but freezers and the food plan".

The Long Range Picture

Because every distributor interviewed by ELECTRICAL MERCHANDISING believes that the food-freezer plan eventually will resolve itself into being a department of general appliance stores, they will be adapting at dealer level many of the basic principles of food-freezer selling which they learned during their five-day study of the southern California market. In these distributors' future will be relations with general appliance dealers like Carl Stuewe of Whittier, Calif. He appeared at the opening general meeting of the Amana conference to present a picture of how the food freezer plan could be operated as part of a full-line dealer organization. With one salesman, Stuewe is selling an average of nine freezers a week without outside selling. His concern, the Whittier Buyers' Mart, produces prospects by advertising that brings the people into the store. However, said Stuewe, the general appliance dealer has one advantage over the specialty firms—"The small dealer has a personal business. Customers come back because they know the boss and because they are used to trading at that store." He recommended that the appliance dealer get into food-freezer selling because it held these advantages: (1) High dollar unit of sales; (2) High margin of profit; (3) No trade-in problem; (4) Practically no delinquency problem. End

...many happy
returns!



Yes, sir, many happy returns are yours . . . and ours . . . from the satisfied users of KitchenAid Home Dishwashers.

These happy returns are enthusiastic comments added to the regular answers on our registration and warranty cards. And nearly half of our users tell us they saw a KitchenAid in operation in a home before they purchased it—this is the word-of-mouth advertising that sends people to see you for a complete demonstration!

Demonstrate KitchenAid's superior features . . . the front opening door and independently sliding racks (the upper rack adjusts to two positions) . . . the revolving wash and rinse action . . . the circulated electric hot-air drying and plate warming feature. You'll be sure of more happy returns.

KitchenAid Home Dishwasher Division of
The Hobart Manufacturing Co., Troy, Ohio

KitchenAid
The Finest Made...by 

World's Largest Manufacturer of
Food, Kitchen and Dishwashing Machines

"I don't know how I ever lived without it. It's a wonderful product."

"Our dishwasher (KitchenAid) is the envy of the neighborhood."

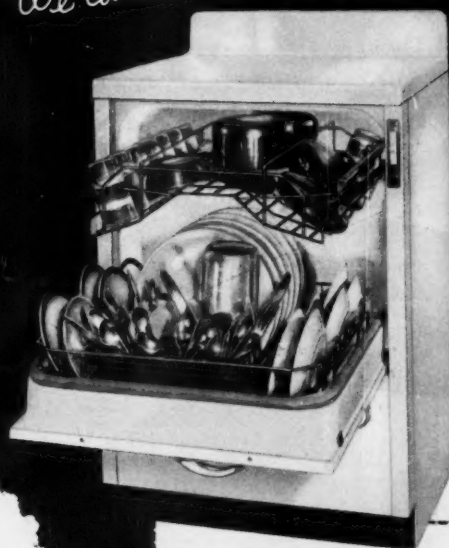
"A friend suggested your KitchenAid dishwasher because she has her mother's KitchenAid mixer - it's about 30 years old."

"We think it's terrific. One of our best investments."

"Had no idea a kitchen appliance could be so wonderful!"

"I have been delighted with sparkling dishes and quiet operation."

"We couldn't be better satisfied."



KitchenAid Home Dishwasher Division of
The Hobart Manufacturing Co., Dept. KEM, Troy, Ohio

Please send me the name of my nearest distributor

Name.....

Address.....

City..... Zone..... State.....

NOW MITCHELL

A ROOM AIR CONDITIONER

Cools and Heats!



DYNA-COOL

for those hot summer days

DYNA-HEAT

for extra winter warmth

MITCHELL now gives you the
Weath'r-Dial, Dyna-Heat,
Dyna-Cooling.... all at no extra cost!



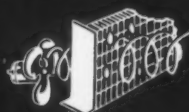
Mitchell sales have pulled way out in front of the pack, because the Mitchell Room Air Conditioner is a better product delivering more cooling... the exclusive features are easy to demonstrate and sell... customers can dial their own personal weather.

PLUS ALL THESE EASY TO DEMONSTRATE . . .



NITE COOL

Moderate cooling for just warm days and nights.



ARID-DRYER

Converts unit to a powerful dehumidifier for



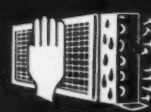
VENTILATES

Brings fresh air into room in any season... Dyna-cooled in summer



COOL AND EXHAUST

Converts unit to giant exhaust fan while cooling room at the same time.



FILTERS

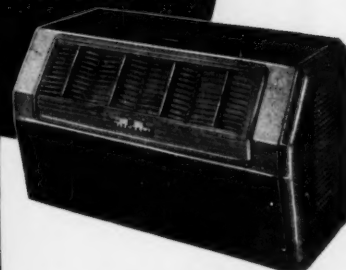
Removes 99% of dirt, dust and pollen from air

ANNOUNCES THAT BOTH

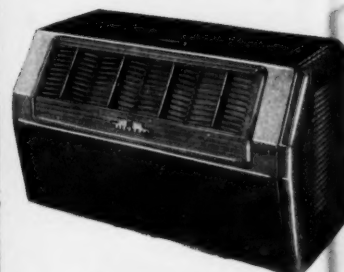
A Room Air Conditioner
That Doesn't Both
COOL and **HEAT**
IS OBSOLETE!

only **MITCHELL**
does both with the
Weath'r-Dial

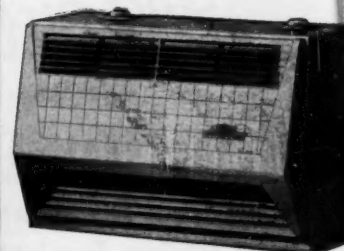
AMERICA'S MOST
ADVANCED ROOM
AIR CONDITIONERS



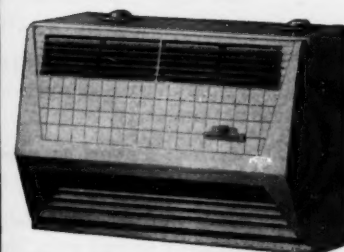
1 H.P. Mitchell Room Air Conditioner
cools and heats with the Weath'r-Dial
at no extra cost.



3/4 H.P. Mitchell Room Air Conditioner
cools and heats with the Weath'r-Dial
at no extra cost.

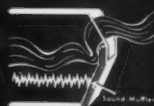


1/2 H.P. Mitchell Room Air
Conditioner.



1/3 H.P. Mitchell Room Air
Conditioner.

EASY TO SELL FEATURES



SOUND MUFFLER

Permits lowest operating sound
level of any unit on the market.



EASY TO INSTALL

Just slide it in the window . . .
plug it in the wall

MITCHELL MFG. CO., DEPT. EM-1

2525 Clybourn Avenue, Chicago 14, Illinois

Rush us details about the 1953 line of Mitchell Room Air Conditioners.
Tell me how to get a Mitchell dealer franchise to sell the only room air conditioners
that both cool and heat with the Weath'r Dial.

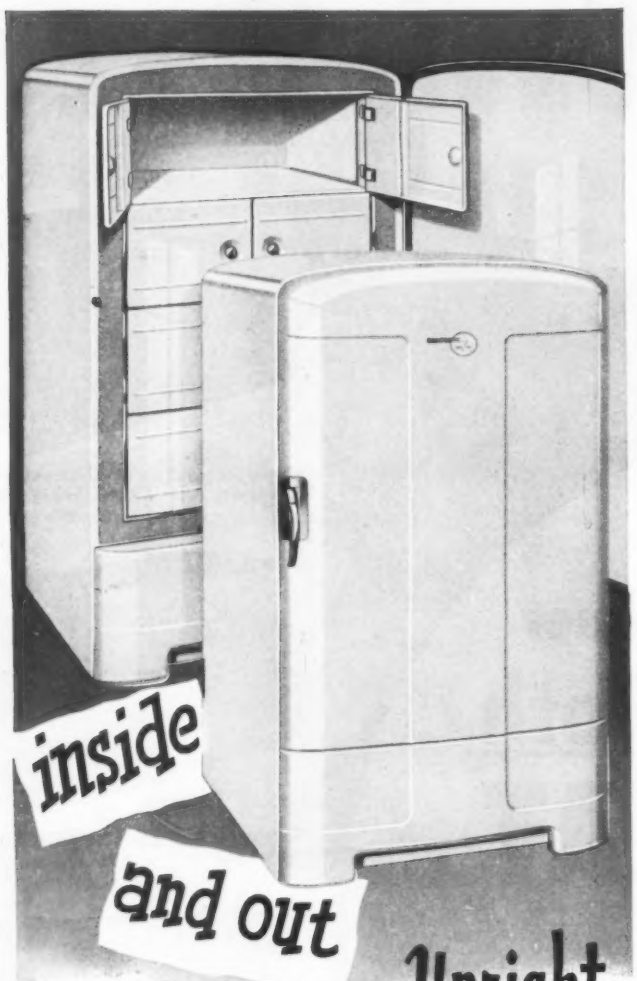
Name _____

Store Name _____

Address _____

City _____

Zone _____ State _____



Upright Manitowoc FREEZERS

**give you the most wanted . . . the
best selling features on the market!**

- ... **big capacity—small floor space** Up to 18½ cu. ft. of storage space in only 2½ by 3 ft. of floor space.
- ... **no digging — no "diving"** Upright design and Cold-Hold inner doors provide fingertip convenience, file cabinet simplicity.
- ... **styling keyed to modern living** Simple lines, full width door makes it ideal for kitchens and utility rooms.
- ... **easy defrosting** Melting frost drops freely to bottom shelf for sponging up. No tedious "boat-bailing".
- ... **low operating cost** Needs only ¼ hp. unit for 18½ cu. ft. instead of ½ hp. unit commonly used for comparable size freezer.

write now for full details!

Manitowoc Equipment Works
MANITOWOC, WISCONSIN



He Sells Tomorrow's Appliances

CONTINUED FROM PAGE 59

electric ranges, 2,604 (97.8 percent) with electric refrigerators, and 1,001 (37.6 percent) with electric water heaters. In 1950 a total of 4,379 homes were erected and these incorporated 3,607 (82.4 percent) ranges, 4,293 (98 percent) refrigerators and 1,868 (42.7 percent) water heaters. In 1951, due largely to the effects of the general appliance slump of that year, the percentages fell to 76.1 for ranges, and 40.8 for water heaters, although refrigerators rose to 99.1. In the first six months of this year, with a total home construction of 2,318, 1,915 (82.6 percent) have been equipped with ranges, 2,289 (98.7 percent) with refrigerators, and 850 (36.7 percent) with water heaters.

In addition to these figures, homes in these areas have been equipped with a high proportion of other appliances and much of the credit must go to Priebe. For example, 87.4 percent of the new homes built in 1951 on United Illuminating's lines in New Haven and Bridgeport territories were equipped with washers, 13.7 percent with electric sinks, and 77.7 percent with other appliances including dryers, freezers, ironers and TV. Housing completions in the year were 4,531—and these buildings were equipped with 16,633 major appliances.

Statistics don't tell the whole story and both Priebe and United Illuminating would be the first to admit that of course many of these appliances would have been sold without his efforts. But the proof of the value of his efforts is even more apparent in the statements of builders and wiring contractors who readily admit that he has persuaded them to step up their service from 60 to 100 amperes, to increase the number of outlets, to provide range runs and outlets for washers, dryers and dishwashers, and to include many of these appliances in the homes. Builder William Honeck, developer of Knob Hill, a Milford project including homes in the \$15,500-\$23,000 price range has put 100 ampere service and electric ranges in all of them, and dishwashers in those costing over \$18,000. He frankly admits that Priebe's efforts over the past years are responsible.

Gillio Caffari, an electrical contractor, giving credit to Priebe for his work, says, "Now we are getting an awful lot of dishwashers, disposers and bathroom heaters and people are becoming more outlet minded than they ever were before. About 75 percent of today's wiring jobs include electric ranges and in at least 40 percent of the homes going up around here 60 ampere service wouldn't be enough. Because of Carl we put in

wiring for dishwashers and washers even in homes which are not equipped with these appliances."

Tracing the growth of adequate wiring and appliance use from pre-war years, Harry Cannici, an architect in West Haven who has long worked with Priebe, says that builders "are starting to speculate now in even little four room houses by putting in ranges and refrigerators. Today's plan must show where a refrigerator and range, for example, will go, where two years ago all we did was designate a wall plug for the refrigerator. Now we even have to show plumbing and an outlet for the washer. Carl's work has been responsible for a lot of this development."

The Dealers Get a Share

It's not Priebe's function, to act as referee in the appliance industry's intramural battles. He is interested in getting good wiring and appliances into homes and if some distributor undercuts his own dealers to get the business, Priebe keeps out of it. But when he has an opportunity, as he often does, to build a sale for a dealer, he is quick to take advantage of it. Sometimes it happens that in a small speculative project he is able to interest the builder in installing one or more appliances and then tips off dealers to see him. More often he will succeed in getting adequate wiring installed and then send a dealer out to see the home buyers. Frequently he himself calls on home buyers to encourage the purchase of appliances and provides them with a list of dealers who carry the appliances in which they are interested.

As dealer William R. Miller, owner of Miller Electric in Milford, points out, Priebe's assistance not only results in more sales, but also in bigger sales. "Carl sends us many new homeowner prospects," says Miller, "but his biggest help has been in selling water heaters to builders. We used to put 52-gallon water heaters in big homes; now, as a result of Carl's sales job we install 80-gallon jobs."

Priebe's job is not easy. The utility supports him with advertising and monthly mailings to 100 architects and in helping him provide services to builders, such as rush jobs on temporary power to run construction tools, but the major share of results are obtained through his own web of contacts, one job often involving a complex and interlocking series of visits and calls from builder to electrician to builder to plumber to architect to dealer, and so forth. The important thing to Priebe and United Illuminating, is that it works. End

NEXT MONTH . . .

Night Openings—Blessing or Curse?

SUCCESSFUL DEALERS ARE SAYING

ALUMINUM makes the difference in APPLIANCE SALES!



ALUMINUM FEATURES MEAN MORE PROFIT...
More Sales For You!

More Value For Your Customer!

SELL THE ALUMINUM FEATURES...

Aluminum Helps Make The Sale!

Not only Traffic Appliances, but Refrigerators...
Home Freezers... Ranges... Washing Machines...
all appliances can be sold easier, faster, with more
confidence by pointing out the aluminum features
and pointing up your sales!



REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

SELL HER THE ALUMINUM PARTS

ALUMINUM PARTS

You don't have to sell the whole aluminum
on the advantages of aluminum. The very
Reynolds Wrap, aluminum foil... aluminum
foil... appreciate aluminum in their homes, their
automobiles, their business. Aluminum means
Modern Living.

**TAKE ADVANTAGE OF ALUMINUM ADVANTAGES
IN YOUR
ELECTRIC HOUSEWARES!**

Aluminum features in refrigerators, home freezers, washing
machines and other major appliances help make your sales
story stronger—and you can use many of these same features
to advantage in selling electric housewares, too. Remember
to work these aluminum advantages into your selling talks:



Appearance—Aluminum, with or without an anodic finish or colored coat-
ing, won't rust, stain or chip—always stays attractive. Talk up
these important points for such parts as the outer shells and
trim of toasters, hotplates, clocks and other appliances where
sight-appeal is a vital sales factor.



Light Weight—Aluminum appliances weigh much less than those made
of other metals and that's a big feature when you're selling
housewives a vacuum cleaner, floor polisher, portable washer,
roaster oven, pressure cooker, heater or other appliance that
women move around the kitchen or often lift up and downstairs.



No Taste-Taint—Aluminum imparts no taste whatsoever to foods or
beverages. Remember this when you sell blenders, broilers,
coffee makers, deep fat fryers, corn poppers, food mixers and
other food preparation appliances.



Excellent Heat Conductivity—Aluminum assures fast, even heat transfer
—important in irons, sandwich grills, waffle irons and other
appliances where aluminum and electricity work together to
make better products.



Operating Efficiency—For clock parts, radio and TV parts and antennae,
aluminum assures efficient operation and aids in reducing cost.
No matter the size of the appliance, from air conditioning units
down to the smallest fan, aluminum assures good electrical con-
ductivity, quiet operation and long, trouble-free service.

And—remember, too—if it's aluminum, chances are it's a **BETTER LOOKING**
appliance with important plus values in **EYE-APPEAL** and **BUY-APPEAL**!

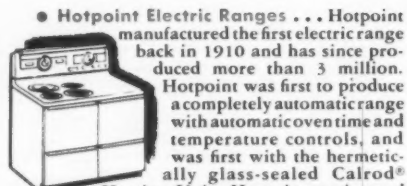


HERE IN A NUTSHELL ARE THE

Hotpoint

A FULL LINE OF PROVED PRODUCTS

A full line of major appliances thoroughly proved through engineering leadership, public acceptance, customer satisfaction, trouble-free operation, and dealer profit.



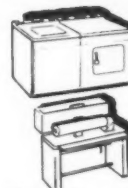
• **Hotpoint Electric Ranges** ... Hotpoint manufactured the first electric range back in 1910 and has since produced more than 3 million. Hotpoint was first to produce a completely automatic range with automatic oven time and temperature controls, and was first with the hermetically glass-sealed Calrod® Heating Unit. Hotpoint engineered and perfected Pushbutton Cooking, and will continue to lead, with a complete line of 1953 ranges featuring Super Calrod Units and king size Super Ovens.



• **Hotpoint Refrigerators and Food Freezers** ... Hotpoint engineered and perfected the first combination Refrigerator-Freezer, and was first to introduce the Butter Bin. Hotpoint's Thriftmaster® Unit—the original hermetically sealed refrigerating unit—enjoys the most trouble-free record in the industry. Hotpoint Food Freezers were the first with removable storage baskets and the aluminum freezer liner which have now become the standard of the industry. The convenience features of Hotpoint Super-Stor refrigerators and freezers are unequalled throughout the world. Hotpoint will continue to lead the industry in 1953 with its revolutionary new Frost-Away system.



• **Hotpoint Dishwasher and Disposalls** ... Hotpoint introduced the first practical Automatic Electric Dishwasher over 22 years ago, and was first with gasketless door front-opening and top-inlet rotary spray. Hotpoint was first with the double-washing and double-rinsing cycles, and was first with electric-heat drying. Hotpoint engineered the first electric food-waste disposer with a control cover which governs the rotation direction of the reversible impeller. Hotpoint simplified disposer installation with the Disposalls that can be rotated 360° to fit existing plumbing connections, and will continue to lead the field in 1953 with amazing new developments.



• **Hotpoint Home Laundry Appliances** ... Hotpoint features a complete line of Home Laundry Appliances—Automatic Washers, Electric Dryers and Rotary Ironers. Hotpoint revolutionized the Dryer industry with the first sealed-chamber electric Dryer. Hotpoint introduced the first single-control Automatic Washer when it designed the WOND-R-DIAL, and was the first major manufacturer to employ fluid-drive in washers. Hotpoint will continue to lead the field in 1953 with sales-impelling new developments in the Home Laundry field.



• **Hotpoint Electric Water Heaters** ... Hotpoint pioneered the electric Water Heater and has produced over one million or 1/3 of all those in use today. Hotpoint engineered the first pressurized conduction heating—Calrod Magic Circle Heat, and developed the double-throw thermostat for faster hot water recovery. Hotpoint will lead the field in 1953 with a complete line of conventional and table-top models.

Hotpoint

... The Full-Line

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS • WATER HEATERS
HOTPOINT Co. (A Division of General Electric Company) 5600 West Taylor Street • Chicago 44, Illinois

PROVED ADVANTAGES IN THE...

Full-Line Franchise!

PROFIT-PROVED MARKETING PRINCIPLES

A completely coordinated and proved retail merchandising program to pre-sell Hotpoint products, plus a program of expanding facilities to back up Hotpoint's faith in the future of the major electric appliance business.

● Hotpoint was the first electric appliance manufacturer to promote its products through national advertising. Always a leader in national magazine advertising, Hotpoint now triples its advertising impact with its new radio and television smash-hit—"The Adventures of Ozzie and Harriet"—on a full coast-to-coast radio and television network.

● Liberal local dealer cooperative advertising.

● Hotpoint pioneered and developed the successful full-line selling technique... multiple sales through ensemble selling of complete All-Electric Kitchens and Home Laundries.

● A year 'round promotional program backed by a full line of products to create appliance sales and profits the year 'round. No off-season sales slumps.

● Comprehensive sales training program for group or individual training.

● Kitchen planning tools and techniques to expand multiple sales and ensemble selling.

● One source of supply with all the advantages of coordinated promotional programs, preferential service, simplified accounting and credit benefits, plus the complementary effect each product in the line creates for the others.

● Hotpoint's full recognition of the fact that its success and growth are, in a large measure, dependent upon the volume in which it is able to distribute its products to the consumer through retail dealerships. Therefore, it is, and always will be, Hotpoint's

foremost business policy to place at the disposal of its dealers every selling advantage within its power.

Hotpoint—the world's largest exclusive manufacturer of electric appliances—supports its faith in the future of the appliance business with—

● The world's largest range plant devoted exclusively to the manufacture of Hotpoint Ranges.

● The world's newest refrigerator plant devoted exclusively to the manufacture of Hotpoint Refrigerators.

● Seven other huge plants devoted to the manufacture of a full line of better Hotpoint products for more people at less cost.

● Expanded engineering program of research and development to even further Hotpoint's product superiority.

● Continued introduction of new proved products to expand All-Electric Living to every room in the house.

This 18 Point Franchise Program covers the advantages enjoyed by Hotpoint dealers. Before re-franchising, why don't you talk to your Hotpoint distributor and get the entire profit story. If you're interested in growth, expansion, and profits, Hotpoint's Full-Line Franchise was developed with you in mind.

*Franchise of **PROVED** Products!*

FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

5

REASONS WHY

Webcor

DISKCHANGERS ARE BETTER

1 EXCLUSIVE TWO-TIER CONSTRUCTION:

The mainplate is constructed of heavy, 18-gauge steel that will never warp! A two-tier, bridge-like construction assures that the few moving parts under the mainplate will never be thrown out of alignment or jam together. And all the moving parts are stamped from high grade steel to allow the most delicate adjustment. Webster-Chicago takes particular care to see that a lifetime of service-free operation is built into every Webcor Diskchanger.

2 VELOCITY TRIP MECHANISM:

The Webster-Chicago Velocity Trip mechanism provides a fast change cycle—with a minimum of wear on the finely adjusted parts. Just a hair touch triggers the Velocity Trip mechanism into smooth, efficient, jam-free automatic operation that handles all 7, 10 or 12 inch records with the kind of care that insures the maximum of record life.

3 BALANCED TONE ARM:


The accurately Balanced Tone Arm permits a feather ride in the recording well, with no lateral needle pressure or friction on the delicate sides of the record grooves. This reduces surface noise to a minimum—and saves precious records, too! And, after the last record has been played, the Balanced Tone Arm comes to an automatic rest.

4 ELECTROSTATICALLY-FLOCKED TURNTABLE:

The heavily flocked Webcor turntable is the envy of the industry because of an exclusive Webster-Chicago flocking process that makes the fibres stand on end, and gets the most flocking possible into a given space. This thick, resilient carpet effectively cushions the record and smother the noise of the record drop. Another feature which prolongs the life of precious records, and makes for better listening.

5 SPECIALLY CONSTRUCTED MOTOR:

To ensure the ultimate in service-free performance, Webster-Chicago designs its own motors, which are built, in their entirety, in the ultra-modern Webster-Chicago plant. These superb motors, when coupled with the extra heavy turntable which acts as a flywheel, provide constant, accurate turntable speeds at all times—regardless of the number of records.

for these reasons—all music sounds better on a **Webcor** 
manufactured by Webster-Chicago, Chicago 39, Illinois

Kitchens Saved
Their Business

CONTINUED FROM PAGE 52

ciates our speed and that is why so many tell their friends. Most of the kitchens are good sales, too. They run about \$2,500, on the average."

John Gott, sales manager of Dixie Appliance Co., Bluefield, W. Va. says that Hinton's Youngstown kitchen sales are higher than any other city in West Virginia, including such cities as Huntington, and the capitol, Charleston.

Repairs Out of Home

Helping to bolster the reputation of Hinton Furniture is another service department policy. As much as possible, all repairs are handled at the shop. Instead of taking the refrigerator out of the home and leaving the housewife without any way of keeping her food, Hinton Furniture brings her another refrigerator to use. "We keep a few good-condition trade-ins just for that purpose," Walker says. "When the refrigerator goes out, it is already cold, as we have them working here at the store. A good prechilled box certainly is welcome."

"Of course, we charge \$5 whether it is for three days or a week, but the people don't mind—in fact, they expect it," Walker adds. "Most housewives don't like major repairs made in the home. Thus, when we established our policy of doing all repairs at the shop, people here approved. Any service call by 10 a.m. is taken care of by 2 p.m., to further assure customers of our interest in their convenience."

Service Meetings

Because most of the employees are connected with the service end of the business—except Van A. Trail, assistant manager who works with Walker on the sales floor, once-a-month meetings deal more with service than with sales.

Walker uses about 4,000 lines of advertising a year on all appliances and, during peak periods, sells about three truck loads a week, a substantial volume for a town of only 5,600 population in a trading area of 40 miles with a county population of less than 18,000. **End**



"WHO IS IT, DAVID?"



A "FULL HOUSE" THAT'S HARD TO BEAT!

When you add the convenience and automatic performance of an *Electric Water Heater* to these other automatic work-savers, you've got the ideal combination. Tell your customers why!

The facts are at your fingertips:

Easy Installation—No flue or vent, so installation can be made anywhere.

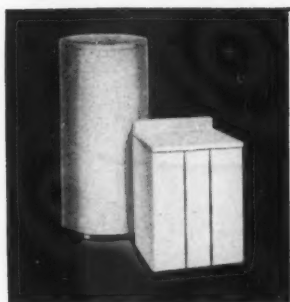
Economy—Installation is made close to where hot water is needed, resulting in short hot water lines that minimize radiation losses.

Long Life—Rugged construction insures years of service.

Full Insulation on top, bottom and sides reduces heat loss, keeps jacket cool to the touch. That means:

Clean, Safe, Fully Automatic—Install it and forget it.

For you—"big ticket" profits, a minimum of service calls, and a longer list of satisfied customers.



Install the type of *Electric Water Heater* that best suits the job—tank or table-top. Be sure to sell a size that's adequate.

SELL ELECTRIC WATER HEATERS

They're what people want!

ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

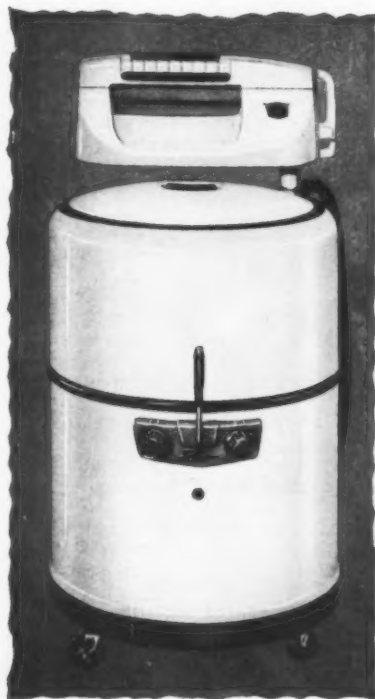
ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLEY • DEEPFREEZE • FAIRBANKS-MORSE
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR
LAWSON • MERTLAND • MONARCH • NORGE • PEMCO • REX • RHEEM • SEPCO
A. O. SMITH • THERMOGRAY • TOASTMASTER • WESIX • WESTINGHOUSE



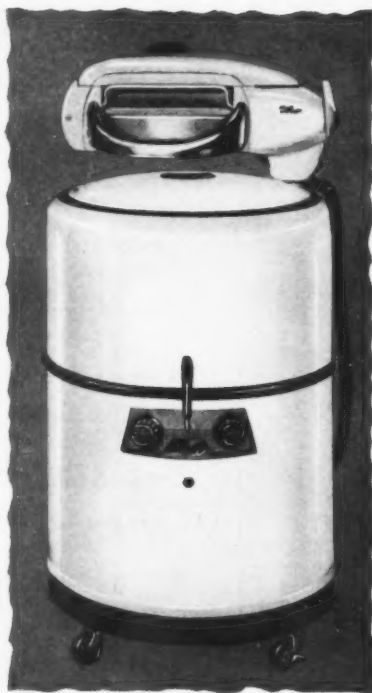
*Thor Distributor
Mr. E. H. Willford, says—*

These new design
Thor
Reg. U. S. Pat. Off.
wringer washers
sure ring the bell
with me!

Thor Sales Manager, Carolina
Sales Corporation, Greenville, N.C.



MODEL 531



MODEL 532



MODEL 534



Here's Jane Oliver, Thor's home economist, giving me a preview of the beautiful new Thor Wringer Washer—Model 531. Almost without realizing it, I caught some of her enthusiasm for the smartly streamlined new Thor that was the center of attraction in the Test Laundry at Thor's Chicago plant. Within a few minutes, I was to see a revelation in modern wringer washer engineering and consumer appeal.



I thought I'd seen everything—in my long career in the major appliance business. But Jane's demonstration of the exclusive THOR MAGIC-ACTION WRINGER nearly floored me! A thick, heavy stick is passed through rollers at one end—while a fragile glass medicine dropper passes through the opposite end without breaking! Proof that this Thor-built wringer gets more water out of clothes—yet won't ever crack a shirt button!



We relax—just like millions of American housewives will—while the Thor does the wash and the work. New Automatic Timer will shut off washer at the pre-set time. It doesn't take much imagination to see how this great new Thor feature will appeal to every woman who's a prospect for a new wringer washer. As Jane said—here's the next-best thing to a new Thor Automatic! No other washer offers the Thorbuilt AAA MAGIC-ACTION WRINGER and this new AUTOMATIC TIMER!



Like me, you'll feast your eyes on all the sales-packed features of this new Thor Wringer Washer. Believe me, brother, it's got them all! A new Super-Agitator Washing Action... new Thor Electro-Rinse... new Single-Dial Finger-tip Control... a new Safety Light that signals when machine is in operation... a full 9-lb. capacity... to name just a few more of the many wonderful features of this great new Thor.



Next, I saw the kind of advertising and promotion that Thor is putting behind all three new Thor Wringer Washers. As you see from the banner "VALUE IS VITAL! THOR BRINGS YOU MORE VITAL VALUE!" is the virile new theme! One look at these value-packed new Thor appliances will convince you that the new theme fits like a glove! It's value that will tip the scales strictly in favor of the Thor Franchise Dealer!



Even without the plane, I would have been "floating on air" on the way home! I kept dreaming of the beautiful green dollars that will start pouring into the cash registers of Thor Dealers—as soon as those wonderful new Thor Wringer Washers reach their sales floors. I couldn't wait to get home to start spreading the good news about another sales-stirring development by Thor!

Most powerful selling clincher!

Thor 5-YEAR GUARANTEE

*No other washers offer a guarantee like it!
The biggest confidence-winner of them all.*

A Thor Appliance to meet the needs of every customer!

When you're a Thor Franchise Dealer, you are always ready to meet the needs of practically any customer who walks into your store. With the well-rounded line of new Thor Washers and Dryers, you can do business with *more* of the market in your locality—because you sell the appliances that satisfy the needs of *more people everywhere!*

Thor CORPORATION,  Chicago 50, Illinois



Automatic... Spinner Washers... Dryers

LYON'S

**Current
Kitchen Cabinet
Line is the
Hottest Line
in the field!
If you're out
for bigger
profit sales,
Let us give
you the story!**

Lyon Metal Products, Inc.
1121 Monroe Avenue, Aurora, Illinois

Yes, I'd like to have the complete story of Lyon's bigger profit Kitchen Cabinet Line.

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

SIGNED _____

LYON

METAL PRODUCTS, INCORPORATED

General Offices: 1121 Monroe Avenue, Aurora, Illinois

Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA

Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

- Shelving
- Kitchen Cabinets
- Tool Boxes
- Toolroom Equipment
- Revolving Bins
- Work Benches
- Tool Stands
- Lockers
- Cabinet Benches
- Economy
- New Freedom
- Wood Working
- Bench Drawers
- Hopper Bins
- Storage Cabinets
- Lower Bases
- Kitchens
- Benches
- Service Carts
- Shop Boxes
- Six Units
- Drawing Tables
- Parts Cases
- Display Equipment
- Hanging Cabinets
- Sorting Files
- Tool Trays
- Bar Racks
- Tool Trolleys
- Filing Cabinets
- Flat Drawer Files
- Folding Chairs
- Drawer Units
- Shop Desks



DISTRIBUTOR SALESMAN (wearing hat) gives a Piccardo store clerk sales pointers after being notified that the firm was giving an award to the distributor's salesman making the greatest contribution to the store's sales efficiency.

This Dealer Rewards Distributor Salesmen

SOMETHING new in the way of sales promotion was started when the Piccardo appliance firm, Philadelphia, Pa., decided to make an annual award to the representative of any appliance wholesaler making the best contribution to the store's sales capabilities during the year.

Sales manager Al Linquiti of the Piccardo firm had always felt that distributors' salesmen are in a good position to help store salesmen know their appliances better, help plan a store promotion, or even give advice on displays. Distributors spend a lot of money training their salesmen, sending them to manufacturers' schools and passing on valuable information to them during meetings, so the company felt that the salesmen calling might be even more helpful.

"We like to have salesmen call," says Linquiti. "They can give us a general market picture and in general have lots of ideas they pick up from different stores and individuals they contact."

Incentive Plan

"In one case, a salesman outlined a store clerk incentive plan that we put to use and store sales immediately increased. Although it wasn't specifically concerned with his products, we did look favorably upon him for it and went out of our way to give him some business."

"When one salesman saw how hard we were trying to dress up an appliance window featuring refrigerators and freezers, he told us that he could send his distributor's display man around to help us with signs, trimmings and related decorative items, which he did. Thus we found out that distributors' salesmen can be beneficial to us and so we decided to stimulate this activity."

Piccardo's sent out a letter to all its appliance distributors explaining that the firm was going to award the best distributor's salesman a plaque at the firm's annual dinner. The se-

lection was to be made by a vote of all the store personnel.

Salesmen Responded

"Every distributor to whom we wrote this letter corresponded with us immediately," says Linquiti, "and the letter was brought to the attention of the salesmen. Soon afterwards most salesmen that called left us with some good ideas."

One salesman suggested that the store install a follow-up lead system. Every store clerk was to write the name and address of prospects in the store and also note the items that the prospect appeared interested in. From these notes the management could tell how many prospects or customers were in the store that day, the items they were interested in and the sales clerk who made the contact.

Each follow-up lead was then given the sales clerk, who could send direct mail pieces on the items listed, make a personal call, or use the phone. In this way, the store found that it could turn more than 50 percent of "shop-pers" into customers.

In order to stimulate store clerks to more sales activities, one distributor salesman suggested that the owner put up a kitty of \$30 each month to be given to the sales clerk selling the largest amount of merchandise daily. The clerk holding the kitty could take out a dollar for being the highest salesman for the day. If another salesman was high the next day, he received the kitty and took out a dollar for the day. As the firm works on a six-day week basis, \$24 would be extracted from the kitty by the end of the month and the salesman getting the most dollar bills by the end of the month was entitled to the balance.

"These are just a few of the ideas that we have picked up from salesmen," says Linquiti, "but even more important, they are now giving our salesmen helpful sales information and advice that is paying off in selling more appliances." **End**

KIDS GO STRONG FOR HOME DRINK MIXER



American youth is casting a solid vote for the Hamilton Beach Home Drink Mixer. Spot surveys show the small fry rate it as No. 1 among "new electrical appliances we would like to have at our house." The natural love of youngsters for fountain drinks plus the thrill of "playing soda fountain" are strong factors in its favor.

Dealers report that while the youngsters sway the parents in making the purchase, the elders usually have one eye on the use of the mixer for preparation of other than soda fountain drinks.

"Reaction to this item has exceeded our expectations, which were quite optimistic," said a Hamilton Beach spokesman. "We feel that the great quantities of home freezers now in use and the increased sale of ice cream in gallon and 5-gallon units guarantee the success of this new appliance."

HAIR DRYER GIFT DRIVE NETS SURPRISING SALES



"Quick-Dry" Hair Dryers have real possibilities as Christmas gifts, it is revealed by dealers who put effort behind them last year. "We put hair dryers in the window, plugged one in for counter demonstration, and featured 'Quick-Dry' in two of our newspaper ads," says a Wisconsin appliance dealer. "The results were excellent. We were particularly impressed with the fact that the public wants a quality hair dryer as a gift item and is willing to pay the necessary price. We plan to repeat this promotion this Christmas."

AMERICA'S FASTEST-SELLING PORTABLE IS A CHRISTMAS-GIFT NATURAL!

HAMILTON BEACH Mixette®

Sure to make an extra sales spurt at Christmas. Corners that important under-\$20 market for you. Smart black and silver gift box is a real plus. Also serves as counter display. Mixette hangs on wall or fits in drawer. Has a speed for every use. Not a toy but a powerful portable that takes heavy mixing jobs in stride. Priced right, tops in performance, and smartly packaged. Get set for the Christmas rush on the Hamilton Beach Mixette.



\$1975* RETAIL

Includes gift box, bracket, and screws for wall mounting

TOP-PROFIT HAMILTON BEACH Food Mixer



JUICE EXTRACTOR
sold separately \$4.50* retail

*Prices subject to change without notice.

\$3750*
RETAIL

At \$37.50 retail, less juice extractor, Hamilton Beach is the top consumer value—and it pays you more! Check your price sheets and convince yourself. This mixer is easiest to use, regardless of price, so it's easiest to sell. A Christmas-gift favorite for 22 years.

Great gift to the huge home-permanent market. All metal. Adjust-A-Stand tilts to any angle. Dryer lifts off stand for portable use. Heat control at top. "On-Off" and "Hot-Cold" switches. Light ivory enamel. Gift package doubles as counter display.



NEW HAMILTON BEACH Home Drink Mixer

Has a huge ready-made market. Millions owning freezer-compartment refrigerators and home freezers (4,100,000 are in use!) have sent bulk ice-cream and frozen fruit juice sales soaring.

Makes real soda-fountain malteds and milk shakes at home! Re-fresh-es frozen orange juice. Makes bar drinks, too. Full 14½" high. Heavy metal stand in white enamel.

\$2250* RETAIL

HAMILTON BEACH

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

GET CHRISTMAS MATS AND GIFT FOLDERS

A new series of Christmas mats on the Hamilton Beach Food Mixer and Mixette are available in one, two and three-column sizes and glossy prints are available for retailers who want to make their own cuts, the company's advertising department has announced.

Four-color envelope stuffers stress

the gift appeal of both mixers are also available. All this material is provided dealers without charge. All it is necessary to do is to drop a card to Advertising Department, Hamilton Beach Company, Racine, Wisconsin.

SERVICEMEN REPORT FREEDOM FROM TROUBLE

A survey of service stations shows that Hamilton Beach Food Mixers

are among the appliances requiring the least service, it was announced recently.

"Our forty years' experience in making precision quality motorized appliances is reflected in this survey" a Hamilton Beach representative said. "Our appliances have won a well-deserved reputation as trouble-free units. That is why so many dealers recommend Hamilton Beach to their trade with the assurance that once the product is sold it stays sold."

Add new ^{*}spark^{*} to holiday selling!



If she has a refrigerator, range or freezer on her mind (and what woman doesn't!), this Jewel Box offer will get ACTION!



If she can read, she'll see the BIG NEWSPAPER ADS supporting this offer!



So get going! Phone your Gibson distributor today for more details on this great promotion for Gibson's great new 1953 line!

Tie in with the

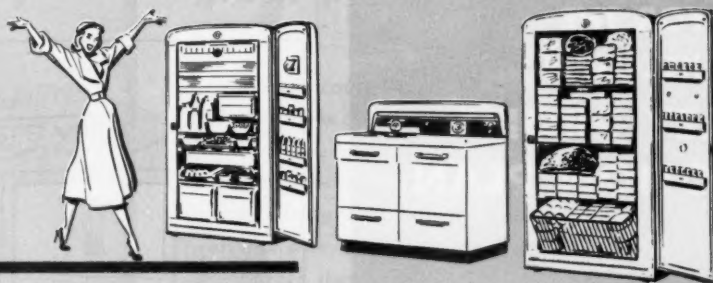
NEW GIBSON

* JEWEL BOX PROMOTION!

What a gem of an offer! Fabulously beautiful **MUSICAL JEWEL BOX** filled with 17 pieces of gorgeous costume jewelry

FREE OF EXTRA COST to every woman who buys
a new Gibson Refrigerator, Range or Freezer!

If she can walk, run or ride,
she'll come in to look . . .
to buy! And your holiday
store traffic will hit an all-
time high!



Gibson

REFRIGERATORS * RANGES * FREEZERS * AIR CONDITIONERS

THE GIBSON REFRIGERATOR CO. • GREENVILLE, MICHIGAN

It pays to sell PALLEY kitchens

WRITE OR PHONE NOW
FOR THE
EXCLUSIVE
PALLEY PROFIT
PROMOTION PLAN



PALLEY MANUFACTURING CO.
1101-1107 WEST NORTH AVE., PITTSBURGH 33, PA.
Allegheny 1-1600

Building Sales with Premiums

CONTINUED FROM PAGE 73

8. To increase unit of sales.
9. To introduce new products.
10. To meet price competition.
11. To get names of prospects.
12. To arouse interest of the trade.
13. To obtain counter and window displays.
14. To renew salesmen's enthusiasm.
15. To get dealers to handle full lines.
16. To increase off season sales.
17. To correct specific deficiencies in territory.
18. To keep advertisers' names before users.
19. To increase sales of slow sellers in a family of products.
20. To push hesitating prospects to take action.

The reason premiums work, says Wilson, is that there are always two sides to buying or selling. There are the emotional and the logical ends of the brain. To make the sale you must have two sides of the brain get together. All premiums appeal to the emotional side of the mind and give the idea that here is something for nothing. People are creatures of habit, and because the premium is an unexpected value, it can overwhelm the customer and break his habit of not buying.

Oddly enough, premiums don't do very well if they are associated with the object being sold. For example, a can opener with canned food won't create a sale, nor will needles and thread with cloth.

There are several reasons why premium plans sometimes fail. One may be that the character of the product is not suitable for the plan of sales promotion. A second is that the cost allowance of the premium is too little to obtain results. The public simply doesn't think the offer worthwhile. A third cause of failure is insufficiently

familiarizing the public with the details.

Unique fact about premiums is that their intrinsic value in the mind of the customer is ahead of the dollar value. Kids are attracted by novelty toys such as masks, comic books and balloons.

Towels, garbage cans, cutlery and carving sets have been worthwhile with housewives. A radio deal was effective in selling ranges. Estate used a ventilator fan once successfully.

Most Likely to Succeed

The most popular premiums in the opinion of the Premium Service Co., New York City, which handles all types, are:

By Units:	
1. Flat silverware.....	24%
2. Textile articles.....	20
3. Aluminum goods.....	12
4. Cutlery.....	11
5. Jewelry (rings, watches).....	10
6. Miscellaneous.....	9
7. Toys and games.....	5
8. Electrical articles.....	5
9. Pencils and pens.....	4
	100%

By Money Value:	
1. Textile articles.....	17%
2. Aluminum goods.....	17
3. Electrical articles.....	14
4. Miscellaneous.....	13
5. Jewelry (watches, rings).....	12
6. Cutlery.....	8
7. Flat silverware.....	7
8. Toys and games.....	7
9. Pens and pencils.....	5
	100%

What Goes with Appliances?

There are said to be 387 different items that can be used with appliances. One of the basic types of premiums is the kind that a family must

(Continued on page 134)



APPLIANCES



Right in Style

Right in Price

Right in Line

that's **Preway**
the booming line of
great promotional electric ranges,
FULLY AUTOMATIC

When it comes to sales in the lower brackets, no line builds volume—and profits—as does Preway. There are many good reasons why this is true, but none more elemental than **MORE VALUE FOR THE MONEY.**

Preway offers you a short, well-balanced line of ranges that in performance features and quality construction *match those of ranges selling near, and over, a hundred dollars higher.* In the very competitive appliance market, that's a great advantage to have on your side. Who wouldn't want it?

Try it! Find out for yourself as some 700 dealers everywhere already have, how pleasant it is to find a **NEW DAY**, to be the pace-maker in your community. Phone, wire or write for full information; it's gladly yours for the asking.

PRENTISS WADE'S PRODUCTS COMPANY
9112 SECOND ST., N., WISCONSIN RAPIDS, WISCONSIN

On the Way—

COMBINATIONS

Here are four wonderful combinations . . . four profitable ways to meet the demand for a family Christmas gift.

All have new "easy-to-play" features . . . storage space for records . . . "Golden Throat" tone system. All are beautifully styled in fine-wood cabinets.

Separate TV and radio-phonograph controls on television combinations.

Ask your RCA Victor distributor about them today!

All with the NEW "VICTROLA" 3-SPEED AUTOMATIC CHANGER



The Westland.
21-inch TV, AM radio, "Victrola"
3-speed automatic changer. Cabinet
finished in mahogany or blond
(extra). (Model 21T242) \$495.00



The Sunderland. 21-inch
Television Deluxe, Extended
Tone Range and 12-inch
speaker. "Victrola" 3-speed
automatic changer, AM/FM
radio. Mahogany finish.
(Model 21T197DE)
\$795.00



The Penfield.
21-inch TV, AM/FM radio, "Victrola"
3-speed automatic changer.
Mahogany finished cabinet.
(Model 21T244) \$595.00



The Fenwick. AM/FM
radio plus "Victrola"
3-speed automatic changer.
Cabinet finished in
mahogany, walnut, or blond
(extra). (Model 2S10)
\$295.00

At your service—the
nation-wide facilities of
the RCA Service Company

Tune in on TV's new RCA Victor Show,
starring Dennis Day. Also see the Kukla,
Fran and Ollie TV show and hear the
Phil Harris-Alice Faye Radio Show. They're
all on NBC—they're all selling RCA Victor
for you.

All prices shown are suggested
list prices, subject to change
without notice. Prices slightly
higher in far West and South.
Tmks. ®



RCA VICTOR

Division of Radio Corporation of America

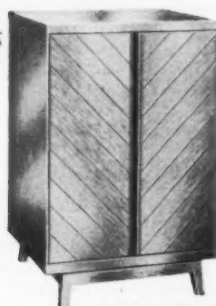


WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION

10 GREAT NEW SETS FROM RCA VICTOR JUST IN TIME FOR CHRISTMAS!



TV SETS with the "MAGIC MONITOR" circuit system that acts like an engineer inside your set



21-inch Benton. Clear-cut, modern styling. Swivel-base cabinet finished in mahogany, walnut or lined oak. (Model 21T175DE) **\$495.00**

Two new 21-inch TV sets to round out RCA Victor's great 1952 Deluxe line—each with the "Magic Monitor" circuit system, that automatically screens out static, steps up power, and ties best picture to best sound.

Each has *deluxe* engineering for interference rejection in tough reception areas.

Each has *extra* tubes, *extra* circuits, *extra* components for the finest all-round picture quality in television today. Truly—they're *Television Deluxe!*



21-inch Farmington. Striking open-face contemporary console design. Finished in mahogany, walnut, or blond (slightly higher). (Model 21T166DE) **\$399.50**



RADIOS For more fall and Christmas sales, these five superb new RCA Victor gift items:

- a new "Personal" table radio that outperforms much larger sets.
- a clock-radio that's no bigger than a clock!
- two powerful new AM/FM radios, perfect chair-side companions!
- a new portable radio that will pick up stations beyond the range of ordinary portables!
- Ask your RCA Victor distributor about them today.



RCA Victor "Personal" Table Radio. Less than 6" high... the first of its size to have the famed "Golden Throat" tone system. Two-tone finish in black-and-beige or tan-and-ivory. (Model 2R51 series) **\$29.95**

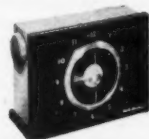


RCA Victor Forbes. AM/FM radio with separate dials for AM and FM. Cabinet finished in maroon plastic. (Model 2XF91) **\$59.95**

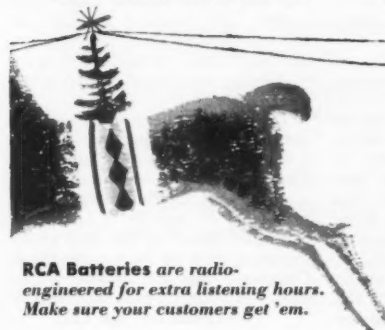
Also **RCA Victor Townley**, deluxe AM/FM table model. In maroon, ivory, green, red-and-beige finishes. (2XF931 series) at **\$64.95**



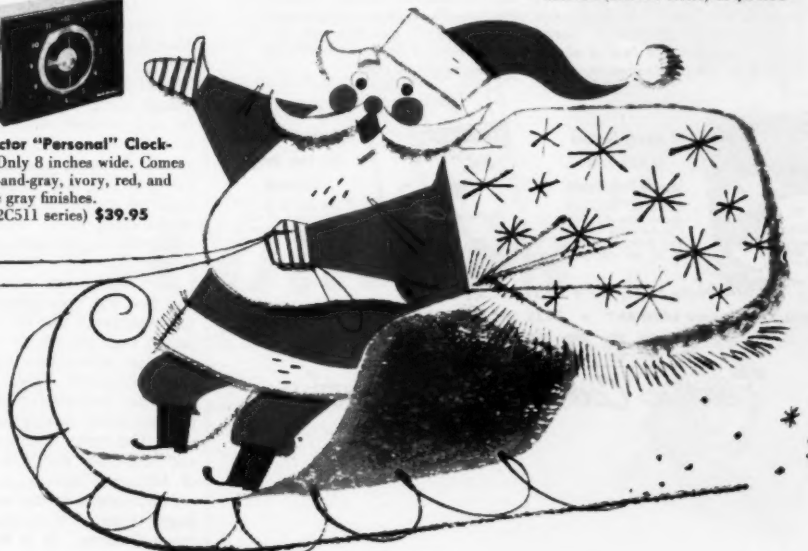
RCA Victor "Globe Trotter." Long-range portable with improved reception. In dove-gray plastic. Battery, AC or DC. (Model 2BX63) **\$44.95** less batteries.



RCA Victor "Personal" Clock-Radio. Only 8 inches wide. Comes in black-and-gray, ivory, red, and two-tone gray finishes. (Model 2C511 series) **\$39.95**



RCA Batteries are radio-engineered for extra listening hours. Make sure your customers get 'em.





It's a Fact!
on new ranges and for replacement
CHROMALOX Supreme
"2-Units-in-1" **Range Units**
Do Sell Better-Faster!



UNIFORM OVERALL HEAT

-plus-

OUTER COIL HEAT

Outer band of heat goes evenly into large frying pans and utensils for economical cooking!



INNER HOT SPOT

The "extra" inner unit saves up to 45% of the electricity used in percolators and small pans!



Whether you're selling new ranges or servicing old ones, Chromalox Supreme Range Units give you not one but many "hooks" on which to hang your sales story. In addition to the "2-Units-in-1" design of every Supreme Unit, you'll find Chromalox gives you these extra selling points: 1—Lower operating costs, 2—Longer unit life, 3—Cooler Kitchens, 4—Easiest cleaning. And best of all for you: Chromalox Replacement Range Units fit all electric ranges regardless of make, model or age.



A Handy Booklet
to help Your
Service Department
Bulletin RU-149
shows exactly the
Chromalox Unit
and Adaptor Rings
to fit all ranges.



A Profitable Booklet
for Your Range
Salesmen
"The Switch is On"
is chockful of valu-
able tips on how to
sell more electric
ranges.

Write Today for Your Free Copies

EDWIN L. WIEGAND COMPANY • 7525 THOMAS BLVD., PITTSBURGH 7, PA.

CHROMALOX
"Electric Cooking at its Best"

RC 61

Shopping Centers and the Appliance Dealer

CONTINUED FROM PAGE 53

to the stores and within the store group itself.

9. Provision should be made for service facilities such as garbage disposal, truck delivery, etc., so that the shopping public is virtually unaware of their existence.

10. The architecture of the buildings should be such that they all are obviously members of a "unified building group, not an assemblage of miscellaneous stores."

Two Outstanding Examples

Two of the outstanding shopping centers in the country are located in, and near Seattle, Wash. Bellevue Shopping Square, established in 1946, is located in a rapidly expanding suburban area east of Seattle within 15 minutes driving time of the city's limits. Northgate, the larger of the two, was established in 1950 and is located about six miles north of Seattle's city center in an area recently annexed by the city. In planning, lay-out, and in their operation as integrated business communities, Bellevue and Northgate may very well serve as prototypes for other shopping centers in other sections of the country. The conditions of appliance store operation in both centers will therefore have special bearing on the opportunities which will be available in other similarly operated shopping communities.

In terms of the previous definition, Bellevue Shopping Square is in the category of the "suburban" shopping center. The population of the immediate area it serves is about 25,000, with an additional 35,000 living in the more distant "contributing area." Some residents of Seattle's east side districts also shop frequently in the Bellevue center.

The development takes in 15 acres of land, and was laid out to provide parking space for 1,000 cars. Streets are wide, to provide ample space for maneuvering. Six blocks of wide covered sidewalks provide ample facilities for pedestrian traffic. There are over 35 different types of retail stores and services including the Frederick & Nelson branch department store and a large chain supermarket. The center also contains some establishments normally found only in the large regional shopping center, including a bank, theatre, and post office. Service facilities are provided in the rear of all buildings in an unobtrusive manner, without interference with shopping traffic.

The center was established in an area that was "ripe" for rapid residential expansion. The last six years have seen a large growth of new homes in the area, which has benefited Bellevue merchants. The existence of Bellevue Shopping Square in turn has attracted new residents to the area. The center is managed by Bellevue Properties under the supervision of Kemper Freeman.

Northgate is in the category of the largest type of shopping center, the regional center. It is located in the

heart of the thickly populated, expanding north-end suburbs of Seattle. An estimated 275,000 people live within 10 to 15 minutes' driving time of the center. It was designed specifically to draw from a number of north-end residential sections, with whose business districts it is directly competitive. On Saturdays in particular, the center draws from an even wider area, taking in the entire Greater Seattle area as well as attracting a number of out-of-town visitors and tourists.

The center covers an area of 50 acres, or 28 city blocks for shops and parking. The shops alone cover over 600,000 square feet of floor space. There are two complete department stores and two large supermarkets, one independent, the other a chain operation. There are over 70 retail establishments as well as a bank, an office building, a theatre, and a hospital. Parking space is provided for 4,000 cars. Variety of merchandise is practically equivalent to that found in a large city downtown business district.

Unlike the usual downtown district, parking facilities at Northgate are available for exclusive use of passenger cars. This was made possible by building underground tunnels for deliveries, serving every building in the district. Even garbage disposal is handled through the tunnels. There are no alleys or back doors in the project. The development is owned by Allied Stores, Inc., owners of the Bon Marche department store at Northgate and is operated by its management agency, the Northgate Company, under the supervision of president James Douglas.

Benefits of Single Ownership

Deriving directly from its position as sole landlord of the development, the Northgate Company performs some functions that are normally discharged by other agencies such as commercial clubs, or which often are not performed at all. One of these functions is promotion of the community as a whole. Here, the company takes the initiative, does all the planning, makes the contracts, and pays part of the cost. The balance is shared by the renting stores and services, the charge being based mainly on square footage and location. For last year's Christmas promotion, for example, the Northgate Company paid half of the \$28,000 promotional budget. The company plans promotions for virtually every principal season and holiday occasion plus some continuing year 'round district attractions.

The company has also sponsored a community advertising section once a week in a Seattle daily newspaper. The advertising is contracted for on a yearly basis by the company, and space sold to tenants at cost. The Northgate banner at the head of the section is paid for by the Northgate Company. Ads are limited to the same small size for each advertiser so

(Continued on page 122)



What a Wonderful Outlet for You!

YOU know that some families seem to buy three appliances for every outlet in the house, while it's vice versa for other families. This is not a matter for debate, it's a matter of having the money. So if you're looking for a selling outlet for appliances, naturally you want to stock those appliances which advertise to the better-income families.

Who are these families? Here are a few figures that tell the story.

75% of all automatic washing machines are bought by family groups earning from \$3,000 to \$10,000 a year. This same group buys 68% of the vacuum cleaners, 72% of the dishwashers, 65% of the home freezers.

Where does an advertiser find these people concentrated? See for yourself:

Percentage of Circulation in \$3,000 to \$10,000 Group:

COLLIER'S	72%
Life	69%
The Saturday Evening Post	68%
Look (Biweekly)	69%

Source: Stewart, Dougall Qualitative Survey

Note: This year, Collier's readers will buy over 200 million dollars' worth of electrical appliances!

It's all because it's just such people who are attracted by Collier's vigorous editorial program—a journalism that is discussed, debated—and *quoted more in newspapers*—than any other weekly.

Could any outlet for appliance advertising be more important to you?



Collier's

Makes Things Happen

The Crowell-Collier Publishing Company, 640 Fifth Avenue,
New York 19, N. Y. — Publishers of Collier's,
The American Magazine, Woman's Home Companion



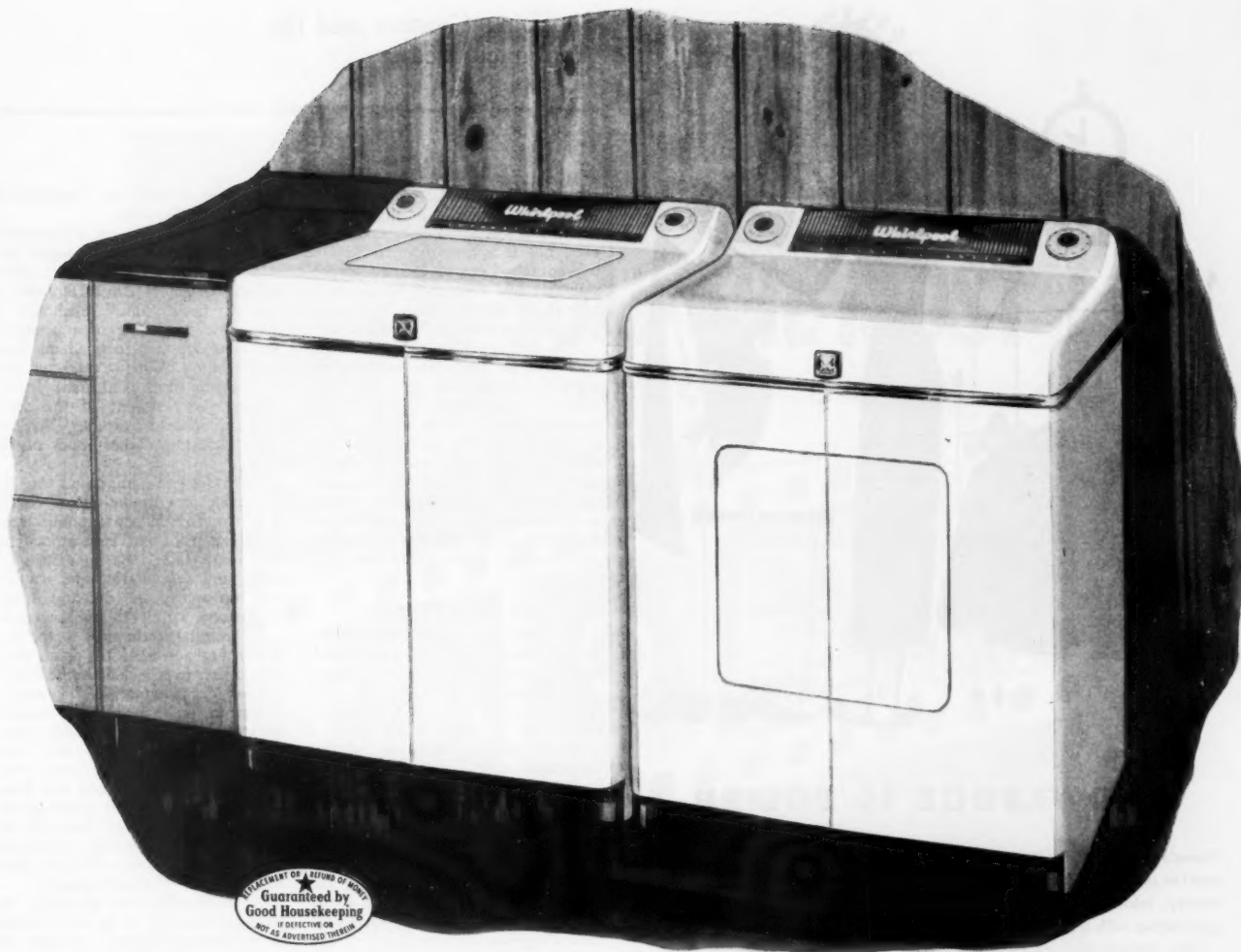


DEALERS' VERDICT

No other automatic
washer and dryer
can compare with

Whirlpool

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS



Strong statement? Yes. But it's backed by WHIRLPOOL dealers everywhere who are breaking all previous sales records month after month!

Let's be frank about it. You're in business to make money. That means you must get *your full share* of the washer and dryer sales. The surest way to do that is to *sell WHIRLPOOL*.

WHIRLPOOL automatic washers and dryers have the greatest features in home laundering. Only the WHIRLPOOL washer has *suds-miser, seven rinses, agiflow washing action, germicidal lamp and cycle-tone signal*. The WHIRLPOOL

dryer has *tempered heat, controlled circulation, satin-smooth drying drum, germicidal lamp* and other exclusive features.

And to make your selling job easier, WHIRLPOOL is putting on the biggest promotional drive in its history; increased national advertising . . . strong, hard-selling local promotions . . . larger dealer cooperative fund . . . dynamic sales literature . . . and dramatic point-of-sale material.

Don't settle for less . . . sell the best and you'll make much more. Come over to the profit side with WHIRLPOOL. Call, wire, or write your distributor.

Whirlpool CORPORATION

St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

IN CANADA: John Inglis, Ltd., Toronto, Ontario

Whirlpool... going places by doing big things in a big way!



KNOWLEDGE IS POWER

There's nothing truer when it comes to salesmanship. Today it's a buyer's market in appliances and your prospects want to get the most for their money. Information on what goes into your appliances and why, gets you farther with many customers than personal appeal and back-slapping.

Yes, knowledge will help you make sales easier and faster. Here's what you can tell your customers when parts of your appliances are made of these Armco Special-Purpose Steels:

Armco Stainless Steel

It's a solid corrosion resisting metal—a steel containing 11 per cent or more of chromium. It is always a better buy in the long run than plated material. Stainless steel is easy to clean and keep clean, exceptionally durable, and highly resistant to corrosion and heat.

Armco Enameling Iron

The "World's Standard" base for porcelain enamel. This hard glass-like finish is made of minerals bonded to the metal at a red heat of 1550 degrees F. Unlike baked-on paint finishes, porcelain enamel is not damaged by heat. Even hot irons or forgotten cigarettes won't harm its hard glossy surface. Most porcelain enamel finishes today are acid-resisting too.

Armco ALUMINIZED Steel

This special steel is coated with aluminum by a hot-dip process. It is used in baffle plates and combustion chambers of home heaters, for element holders and heat reflectors in electric ranges, and many other inside parts of toasters, heaters and ranges. Its high reflectivity increases heating efficiency; it has good resistance to a combination of corrosion and heat.

Keep these selling points in mind. They will help you sell appliances that have parts made of Armco Special-Purpose Steels. And you'll gain the good will of the buyers too.

ARMCO STEEL CORPORATION

4532 Curtis Street, Middletown, Ohio • Plants and Sales Offices from Coast to Coast • Export: The Armco International Corporation



Shopping Centers and the Appliance Dealer

CONTINUED FROM PAGE 118

that the larger firms cannot dominate the section. There is no limit on the number of ads a firm may take, however, nor is a firm required to take advertising. Cost of the ads is considerably less than they would be if purchased directly from the newspaper by the individual merchants.

The first appliance dealer to begin operation at Northgate was the appliance department of the Bon Marche department store, which opened in April, 1950. It operates as a branch of the downtown Bon Marche, with John Ransom department manager for both the television and appliance sections. His department carries exactly the same line of appliances as the downtown store and uses the same credit set-up, Mr. Ransom states.

Foot Traffic Fluctuates

He notes that his department has shown a steady and consistent increase since opening, and has met all quotas and expectations with regularity. He also notes that there is a degree of fluctuation in foot traffic that is markedly more extreme than in the downtown store. In some firms this fluctuation creates something of a problem in maintaining adequate personnel. His department, however, was set up to do a certain amount of outside selling, Mr. Ransom points out. On slow days, therefore, most of the salesmen sell outside the store in the districts that they serve. Eight salesmen altogether are employed in the television and appliance department.

A feature of shopping center selling that is both more agreeable and presumably helps to bring about more sales, is the greater relaxation and informality of shoppers. Downtown customers, Mr. Ransom has observed, are dressed up, hot, and impatient. At Northgate, by contrast, they come in during the day wearing the clothes in which they have just been working in the garden, and shop in a leisurely manner. They are easier and more agreeable to talk to, and sale can be concluded without high pressure tactics.

The same fluctuation of foot traffic is noted by Ernst Hardware Company, hardware and appliance dealers with outlets in both Northgate and Bellevue. It is due to the fact that Northgate is located in an excellent drive-in location, but a poor location from the point of view of the shopper who must depend on public transportation for her shopping trips. The great bulk of Northgate customers, moreover, are in the middle income category that includes few two-car budgets. When the husband drives to work, he leaves his wife with no means of private transportation. The days are therefore comparatively quiet at Northgate, the busiest periods of the week being Wednesday and Friday nights, and Saturday. All stores remain open until 9:30 each of those

two nights, to make two "family shopping nights" per week.

The result is an influx of foot traffic on Wednesday and Friday nights that is described by Carl Sandquist, advertising manager of Ernst Hardware as "simply tremendous." Although it does pose something of a personnel problem, sales are so good on those two evenings from 6 o'clock on, that it is worth some confusion. In the appliance department of the store, such traffic leads to sales that are often closed on other times of the week.

With recent annexation of the Northgate area to the city of Seattle it is expected that good public transportation will soon be forthcoming. The result should be an increase of traffic and sales during the daytime with no appreciable decrease during the present family shopping periods.

An unusual testimonial to the traffic-drawing power of the large shopping center is provided by the experience of the Hopper-Kelly Company in establishing its Northgate branch. Hopper-Kelly, a pioneer Seattle music dealer whose main store was established in 1912, operates two other branch stores, in Tacoma and Everett. They do not sell white goods, but handle several full lines of television sets, with emphasis on the better quality consoles. Walter Beals manages the Northgate branch.

In their preliminary planning, the company expected to be able to open their Northgate branch in early fall of last year. This would have given them time to establish the necessary sales contacts to achieve a satisfactory Christmas volume. For several reasons they were unable to open the store until November 30, with less than four weeks of the Christmas shopping season remaining. Notwithstanding, Mr. Beals reports, the store started right in as though it had been in operation for at least several months, and sold an entirely satisfactory—and unexpected—volume of merchandise to Christmas shoppers. He attributes this primarily to the traffic that was already on hand when the doors opened. Due to cold weather, bad driving conditions, and inadequate public transportation, sales were poor the first three months of 1952, but have been consistently good since the end of March.

Family Shopping Speeds Sales

Mr. Beals has observed the same fluctuation of traffic as have other Northgate merchants. Though a heavy traffic evening doesn't necessarily mean large purchases on that night, it does result in a number of leads which later develop into completed sales. The fact that there is so much family shopping, further cuts down somewhat the number of interviews necessary to sell a TV set or a piano since both husband and wife are present.

(Continued on page 126)

SOLD THE MOST
(FROM COAST-TO-COAST)

TENNA-SCOPE

TENNA-ROTOR

**WIR
ROTOR CONTROL BOX**

CASCAMATIC

THRUST BEARING BRACKET

**BECAUSE THEY'RE
SEEN THE MOST!**

The Buying Impulse is there—why not Tap it?

Alliance TV spots Convince, Demonstrate and pre-sell! Newspaper ads fit each market! Alliance TV products are sold the most because they're seen the most!

Place your orders now for the NEW Alliance Cascamatic Booster with the Famous "California Circuit!"

This Fully Automatic, 3-tube TV Booster pre-tuned to all VHF channels mounts instantly on back of set—another companion item to Alliance Tenna-Rotor and Tenna-Scope, the selective, single-control Booster.

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

WANTED: DEALERS

WHO CAN QUALIFY FOR NEW MERCHANDISING FRANCHISE

New Plan Forces Manufacturer to Work for the Dealer to Create Store Traffic and Sales

Time and again as you leaf through trade papers, Mr. Dealer, you come upon impressive ads by manufacturers telling you what tremendous backing their national advertising is giving you. You read lists of big national magazines, check over the figures on circulation and readership and sales impression. And you're impressed. You know that the name and virtues of the item are getting a tremendous airing before the general public, and you realize that somehow all that is going to do you some good when the reader gets round to being a prospect.

Still, you're never quite satisfied, are you, what direct effect all this will have on your own particular store in your own particular town? You're quite willing to admit that the national advertising will puff and publicize a product—but you're not going to lay any bets on how much traffic the advertising will bring to your store. Much less are you willing to wager on the actual *sales* in your store that result from the national ads.

We know you've been thinking for a long time that national advertising does a job of selling for the manufacturer—but has little effect on your own cash register. And the manufacturer keeps on telling you to "tie-in" with his national advertising and expects you to do it with odds and ends of selling material he sends you. Much of this material is bothersome to handle and of questionable value to use. And the busy dealer can't always use it.

GEARED TO YOUR MARKET—TIMED WITH YOUR CALENDAR

We too, have been worrying about this for some time. But we've *done* something about it. We've taken our national advertising, studied its effectiveness—and

scaled it down to dealer level. We've taken all the bones of a good ad and re-assembled them so that the ad sells *directly* for the dealer. We've worked out a complete program so that there is no gap between the customer reading the national ad, getting the same message in her local paper or local radio program, seeing it again in your store display, hearing it from your salespeople—and having it told her until YOUR cash register rings.

THE PLANS ARE COMPLETE—EASY TO USE

It's what we call a "packaged promotion." All parts fit. There is a continuous flow of sales effort right from the strong national advertising right down to the compelling "close" on YOUR sales floor. It's timed, it's "gimmicked." It includes special offers in mats and mailers and coupons—all ready for you.

Of course this won't work with *any* dealer. It takes a dealer who is alert to opportunity, who sees the sense of selling by continuous planned pressure instead of spasmodic hit-or-miss jabs, who will take the follow-through material which is tailored to his measure—and use it.

CAN YOU QUALIFY FOR THIS DEALER FRANCHISE?

If you're a dealer like that, you can qualify for a Franchise with Dulane Inc. A dealer with this packaged-promotion Dulane Franchise, is a member of a new, scientific merchandising team that will net him traffic (for everything in his store) and sales and profits.

Fill out the coupon now. We'll send you a questionnaire which will help us determine if you can qualify.

THEN MAIL THIS COUPON TODAY!

TO OUR DISTRIBUTORS

This is the first of a series of messages to help you tell your dealers of our revolutionary new Advertising-Merchandising Franchise. Complete information will be sent to you in the near future. You will be called upon to choose a select list of dealers from the candidates who wish to qualify for this new type of franchise.

DULANE INC., Dept. EM
1900 River Road, River Grove, Illinois

Please send me your questionnaire immediately. I understand there is no obligation to me and I will not be solicited by any representative until I have seen your questionnaire and give my permission.

Store Name.....

Address.....

City.....State.....

Signed.....

LOOK

what **PARAGON** de-frost-it offers
to boost **CHRISTMAS** sales

NEW Christmas window streamer — that pulls traffic in from the street

NEW Christmas string tags that help sell refrigerators

NEW Christmas ad mats, help you build "de-frost-it" interest in local newspapers

NEW Christmas tuck-in tags make extra sales while you make change

NEW Christmas counter cards that stop traffic — convert prospects to sales



Traffic builder! Sales getter! Big Christmas profit maker! That's the Paragon "de-frost-it"! Clinch the Christmas business with these great new sales helps.

"De-frost-it" makes defrosting electric refrigerators simple, clean, worry-free . . . for only \$9.95. Completely automatic. Only "de-frost-it" comes equipped with safe refrigerator cord and plug. Nothing else to sell or stock. Just plug it in. Over a million satisfied users. Guaranteed by GOOD HOUSEKEEPING . . . listed by Underwriter's Laboratories . . . backed by Paragon.

And remember, only Paragon backs you with powerful, consistent national advertising. Over 7,000,000 messages — month after month. The kind of program you expect from a big-ticket national advertiser.

Cash in on the big swing to automatic defrosting. Boost sales. Sweeten profits. Display, feature and sell performance-proved, market-proved Paragon "de-frost-it".

See your distributor or write

©1952

PARAGON ELECTRIC COMPANY

World's largest exclusive manufacturer of time controls
1638 TWELFTH STREET • TWO RIVERS, WISCONSIN

Shopping Centers and the Appliance Dealer

CONTINUED FROM PAGE 122

Mr. Beals estimates that one to three interviews are needed to sell a TV set. The store's dollar volume of TV sets and of pianos are approximately equal.

Establishment of the Northgate branch has not cut into sales in their downtown store, Mr. Beals notes. The business attracted has been entirely new business that would presumably have gone to dealers in north end districts. He estimates that about 85 percent of total sales are made to residents of the "immediate" north end area.

Unlike some other branch operations, the Northgate branch operates as an independent unit with its own franchises and its own merchandising formula. It advertises in the district weekly, and in the Northgate section of the *Seattle Times*. Such advertising has been entirely effective if timed properly, but even the most attractive special, Mr. Beals has found, will not draw buyers unless it is timed to bring them in on Wednesday or Friday nights, or Saturday.

Like Ernst Hardware's store, the Hopper-Kelly branch has found it to be a decided advantage to have two store entrances, one opening onto a parking area, the other onto the pedestrians' thoroughfare, or mall. The store is 24 feet wide by 100 feet long, with a main entrance at either end.

One-Man Store Profits, Too

Northgate Radio was established by owner George F. Schaefer in October of 1951. Mr. Schaefer operates a one-man establishment, his principal volume being radio repair with sales of portable radios and some TV. He is handicapped in TV sales, he points out, by his limited floor space (700 square feet) and a limited stock of TV merchandise. Nevertheless, sales have shown a reasonably satisfactory increase. It is not, he feels, too satisfactory a location since there is no other retail establishment beyond his store to draw traffic past his location. This will be at least partly remedied when the post office sub-station is installed next door in the near future. Meantime, he has mounted a prominent electric sign over the marquee so customers in other parts of the center will be able to spot his store from a distance.

The ability of the suburban shopping center to attract shoppers from a much wider residential area than can the conventional small-town or neighborhood business district, is pointedly demonstrated by Lib's Bellevue Electric, located in Bellevue Shopping Square. That store was established by owner Lib Tufarolo in 1945 in the business district of the small town of Bellevue, which is located about a mile from the shopping center. In January of 1951, Mr. Tufarolo moved to his present location in the square. Sales last year showed an over-all increase of 50 percent over the preceding year's business,

with an additional increase of about 10 percent anticipated for 1952.

By no means the entire increase has been due to the shopping center location. Mr. Tufarolo states in part it has been due to larger store display space (3,000 square feet compared to 1,100 in the old store), permitting also a widening of lines and an increase in both quantity and variety of stock. A more modern store with better display facilities, and location in full view of the nearby arterial highway have likewise been factors.

The drawing power of the shopping center has been clearly apparent to Mr. Tufarolo, however, in the considerable number of new customers who live in areas previously served mainly by the business districts of several other small towns. Some customers live as far as 40 miles from Bellevue, while others come from Seattle to shop. The number of Seattle customers, he has found, is quite small (about 5 percent of his total), but consistent.

Operating Cost Remains the Same

Operating costs are roughly the same as they were in the previous location, as is the proportion of TV sales to white goods. The store's volume consists of approximately 50 percent white goods and 30 percent TV. It operates a large and well equipped service shop, employing two mechanics and an apprentice. Mr. Tufarolo and another employee take care of the sales end of the business.

As in Northgate, rentals at Bellevue are based on a minimum guaranteed rental or a stated fixed percentage of gross sales. That percentage, of course, varies with different types of businesses.

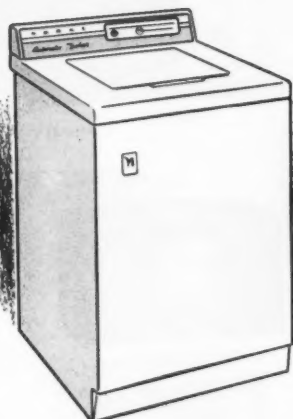
Specific advantages noted at Bellevue by Mr. Tufarolo are the ample parking facilities, pleasant surroundings, and easy accessibility. These factors make for much more leisurely shopping and more pleasant customer relations. Customers are not so hard to talk to, and there is not the necessity for closing a quick sale that there is in a downtown location. At the same time, he emphasizes, there is still plenty of sales competition. You must still know how to give a good sales story and must try to keep one jump ahead of the dealer down the street.

More Day Sales at Bellevue

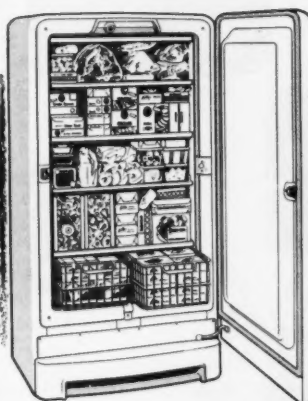
There is not the wide fluctuation of foot traffic that is found in Northgate, a much larger proportion of the total business being transacted during week day hours. To a limited extent, this may be due to the higher income bracket of many Bellevue residents. Bellevue is located in the center of much high value waterfront real estate, which can only be purchased by well-to-do individuals. A good many families, accordingly, have two cars, permitting daytime shopping by (Continued on page 130)

PROOF

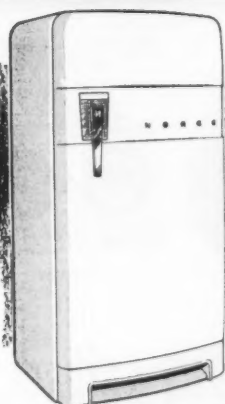
THAT **NORGE**
HAS THE FULL LINE
THAT PAYS OFF FOR THE DEALER!



Perfectly engineered!
Priced at only \$279!
No wonder the new
NORGE AUTOMATIC
WASHER—with the
exclusive Time-Line
Control—is the fastest
growing automatic
on the market! (Sales
of NORGE Wringer
Washers are enjoying
their share too.)



There's kitchen
room for 400 lbs.
of frozen foods
in the beautiful
new NORGE
UPRIGHT FREEZER
...Each day brings
fresh evidence
that this newest
member of the
NORGE family
is destined for
outstanding sales
success!



Experience that makes sales!
NORGE originated and has made
more self-defrosting refrigerators
than any other manufacturer.



NORGE is the only full-line major
appliance manufacturer offering both
gas and electric ranges. A wide choice
of models and prices.



Electric Water Heaters
—upright and table-top
models with varying
capacities—complete
the full-line of NORGE
profit-making appliances.

Don't wait!
Line up with the
Leader. Call your
NORGE distributor
today!

NORGE



Refrigerators



Gas
Ranges



Home
Freezers



Automatic
Washers



Electric
Ranges



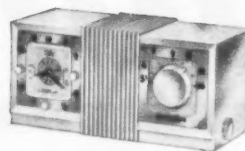
Wringer
Washers



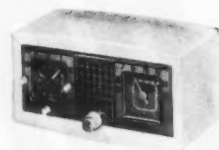
Water
Heaters

DIVISION OF BORG-WARNER
MERCHANDISE MART, CHICAGO 54, ILL.

Landslide vote elects Telechron timers!



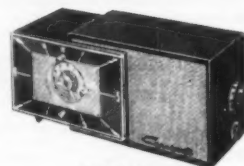
FIRESTONE



TRUETIME



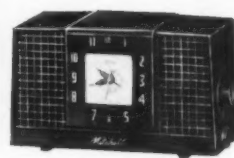
DE WALD



CAPEHART



SENTINEL



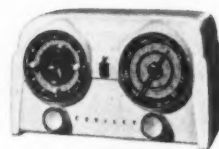
MITCHELL



RAYTHEON

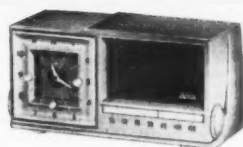


STROMBERG-CARLSON

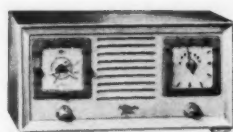


CROSLY

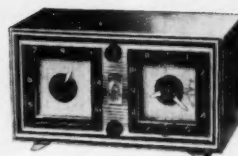




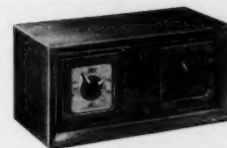
ARVIN



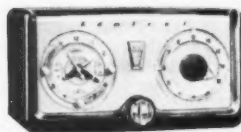
AUTOMATIC RADIO



EMERSON



TRAV-LER



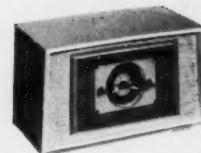
ADMIRAL



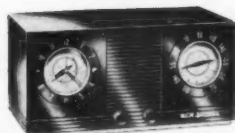
JEWEL



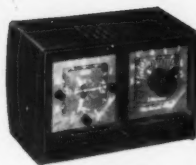
PHILCO



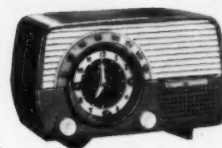
AIRLINE



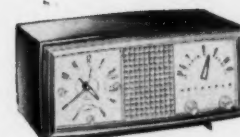
RCA VICTOR



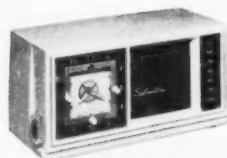
PACKARD-BELL



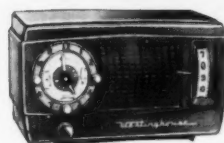
STEWART-WARNER



MOTOROLA



SILVERTONE



WESTINGHOUSE



HALLICTRAFTERS



ZENITH

Look, five gifts in one!

a clock-radio with a Telechron clock-timer

... sends you sound Christmas cheer for every member of the family

1. WAKES YOU TO WAKE
2. STARTS YOUR COFFEE
3. TELLS TIME
4. REMPS YOU (RECORDS)
5. TELLS YOU TO SLEEP

AT JEWELRY STORES, MUSIC STORES, RADIO SHOPS, ETC.

This full-color, center-spread ad appears Nov. 22 in *The Saturday Evening Post* to send Christmas business your way. Prepare now with a display of clock-radios with Telechron timers.

25 leading brands vote Telechron timers first —in quality, value, and customer acceptance

Want to know why your 25 leading clock-radio makers chose Telechron timers?

They studied the record of Telechron timers . . . the timers that pioneered the clock-radio market; how many hundreds of thousands have been in continuous use for years. They studied the construction of Telechron timers . . . quality materials, superior lubrication and dependable operation. They considered the sales advantage of the exclusive signal alarm available on Telechron timers . . . its extra wake-up insurance about 10 minutes after radio turn-on. And they weighed the value of the Telechron trademark . . . its prestige with the buying public.

But you're the man to profit most from these advantages. Make sure the clock-radios you sell are equipped with Telechron timers. They mean greater assurance of greater sales. Telechron Department, General Electric Co., 1211 Homer Ave., Ashland, Mass., U.S.A.

Telechron is a trademark for products of Telechron Dept., General Electric Co., Ashland, Mass.





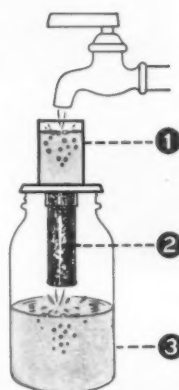
Mineral-free water
right from the tap!

STEAM IRON SALES CLINCHER!

• Here's the perfect clincher for your steam iron sales... a convenient, low-cost filter that takes customers over the "distilled water" hurdle!... provides de-ionized water (mineral-free, like distilled water) right from the kitchen tap!... Filter set is in a colorful counter display carton... you sell additional refills separately. Get on the "water wagon" with this item! Dealers everywhere are grabbing for it! Send coupon today.

Simple, fast: (1) Tap water filters through compound (2) which removes minerals and alkalies that clog the passages in a steam iron. (3) A pint of de-ionized water (mineral-free, like distilled water) is filtered in four to five minutes.

Water produced by the "Wantz Filter" is also ideal for use in VAPORIZERS, BOTTLE WARMERS, ICE CUBES, BATTERIES, ETC.



To retail at
98¢



TWO PROFITABLE UNITS... FILTER SETS & REFILLS

No. F5-100 "Wantz" Water Filter Set—Two parts—plastic funnel-top and plastic tube w/ filter compound (which changes from reddish color to yellow as used). When compound is yellow, tube is discarded. Packed in display carton.

No. R-200 Two "Wantz" Refills—Each refill tube contains enough filter compound to make up to 20 quarts of de-ionized water, depending on hardness of local supply.



MAIL COUPON NOW

Illinois Water Treatment Co.
840-11 Cedar St., Rockford, Ill.

Gentlemen: I am a ☐ Wholesaler. Please rush literature and prices.
☐ Retailer. Please send literature and name of nearest wholesaler.

FIRM NAME _____

ADDRESS _____

CITY _____

STATE _____

Wantz
WATER FILTER

PAT. APPLIED FOR

Shopping Centers

CONTINUED FROM PAGE 126

the wife while the husband is at work. The two-car families are still in the minority, however. Only one evening each week, Friday, is set aside for family shopping. The foot traffic increase on such evenings is satisfactory but not spectacular as at Northgate. Public transportation is adequate for its purposes but is a negligible factor in bringing shoppers into the center.

As at Northgate, Bellevue shopping Square organizes a series of community promotions through cooperation of the shopping center management and the associated merchants. These are successful in bringing traffic and shopping dollars into the center. A community advertising program of the institutional type is also participated in by merchants.

Like other Bellevue merchants, Mr. Tufarolo finds that the shopping center does not have the complete allegiance of local residents in their shopping. The area serves primarily as the residential section for people who work in Seattle. Many of them do at least part of their purchasing in that city before returning from their day's work. And the unplanned downtown business district still has a considerably wider range of merchandise than does the Bellevue Shopping Square. On some occasions this wider merchandise variety induces shoppers to disregard its disadvantages and do extensive shopping in Seattle's downtown area.

Leisurely Shopping, More Sales

Ernst Hardware Company's Bellevue unit is located just outside the Bellevue Shopping Square across an arterial highway from the other stores. It is of similar modern architecture, however, and many customers do not realize that it is not actually a part of the Square. It benefits from traffic attracted to the shopping center and in turn attracts a good deal of traffic independently which benefits merchants in the center. Store manager Lee Marifern states that conditions of operation are very similar to those to be found in a small town, minus the obvious disadvantages. Customers like to shop in a leisurely manner, and high pressure sales tactics are discouraged. A factor in the success of the Bellevue center, he points out, is the absence of small rural shopping centers within the center's immediate residential area. Bellevue dealers therefore get a higher proportion than usual of the shopping dollars of residents of their community.

While other shopping centers will hardly be exactly identical with either Northgate or Bellevue, it is probable that in well-planned centers, the basic conditions of operation which affect the prosperity of the operating businesses will closely parallel those of these two Pacific Northwest shopping centers. Those conditions, certainly, are favorable to successful appliance retailing. *End*

When a manufacturer says:

ADVERTISED IN
Country Gentleman

WHAT DOES IT MEAN TO YOU?



SOLD!

Your Best Rural Customers. Advertising in *Country Gentleman* sells the better-income, bigger-buying rural families in your own trading area. It is the best-read magazine in 2,300,000 rural homes throughout America.



SOLD!

Customers Other Magazines Miss. Non-farm magazines fail to reach *Country Gentleman* readers . . . 2 out of 3 women do not read any leading women's magazine—4 out of 5 men do not read any leading weekly magazine.

Rural America's Best Salesman!

PROOF THAT ADS IN COUNTRY GENTLEMAN SELL GOODS FOR YOU:

A nationwide survey shows that men and women heads of *Country Gentleman* homes—

1. READ THE ADVERTISING in *Country Gentleman* in 96.2% of homes
2. GET BUYING IDEAS from the advertising in 3 out of 4 homes

COUNTRY GENTLEMAN now includes *COUNTRY LIVING*, the first magazine-within-a-magazine devoted to better living for every member of the rural family.

**The Family Magazine for
Better Farming—Better Living**

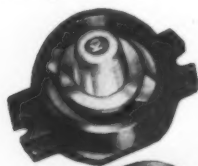




Appliance Service Man Says Experience Proves KLIXON Protectors Prevent Motor Burnouts

PITTSBURGH, PA.: J. F. Gaus, President of Gaus & Casey, Inc., authorized factory representative on many appliances, puts his confidence in KLIXON Protectors.

"Our eleven year experience servicing motor-driven appliances has given us a lot of confidence in the Klixon inherent overheat motor protector. We feel it definitely prevents motor burnouts.



Manual
Reset



Automatic
Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON
MADE IN U.S.A.

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2511 FOREST ST., ATTLEBORO, MASS.

Replacement Costs Will Get You

CONTINUED FROM PAGE 53

draw upon a sinking fund to pay current debts, it should be considered a loan that must be repaid as soon as possible. However, it is often considered better business practice to borrow.

Then too, the sinking fund is an aid to better management. The dealer who sets aside this cash must get in his collections promptly, keep his costs at minimum, discount his bills and buy most advantageously, in order to keep his working capital in good condition after such withdrawals. In most cases, the dealers who really succeed in this regard show balance sheets at all times liquid, not only on current capital, but on fixed capital also. However, our field studies show that less than 5 percent of the dealers maintain sinking funds to cover depreciation, and so, even though their reserves give the remaining 95 percent an accurate perspective of net profit and net worth; even though they maintain adequate reserves; they may have to scratch to get the money to buy replacements when their depreciable assets are no longer sufficient.

Sinking Fund an Asset

A sinking fund is shown on the asset side of the balance sheet, a reserve account on the liability side. The dealer should take cognizance of the difference and should not be lulled into security because the books show comfortable reserves.

Loss on bad debts, inventory and the income tax due to date should also be covered by reserves, or if possible, a sinking fund, particularly the income tax due, because Uncle Sam wants his money on the line. All dealers may

not be able to lay aside the liquid cash to pay for replacement assets, but they can, at least, open reserves to cover depreciation on these assets, a procedure often disregarded because depreciation is an internal expense for which the dealer does not receive a bill. At least, this will give him a true picture of his net worth and net profit, it will keep his income tax at minimum and enable him to price his wares profitably.

There are six methods of writing off depreciation. The reader should use the straight-line method. Say the estimated life-span is 10 years, the equipment costs \$1,500, estimated salvage value at termination of use, \$200, then \$1,300 is written off in 10 years, or \$130 a year. This is the simplest method, gets the same answer in the long run as the other more complicated methods and is most agreeable to the tax office. Once the rate is set, you may increase it on the unrecovered cost, (the difference between original cost and the depreciation written off to date), but if you take too little depreciation in a given year and you had the necessary facts to guide you in finding an adequate rate, you cannot retrieve the loss in a subsequent year.

There are no standards to follow in setting rates. They vary on mechanical equipment, non-mechanical equipment, servicing equipment, tools, fixtures, business property and rolling stock. Your experience figures are the best guides, or the experiences of those in your own line with similar assets. The Treasury recommends the use of experience figures and is less likely to challenge your depreciation deductions if you follow their advice. —End



There's only one real answer to UHF

and Arvin has it now



all-channel tuning... built-in!

The Fairmount, 21-inch open-face console, is the most popular model in Arvin's All-Channel Super 28 line. Smartly styled, solidly built cabinet in imported Honduras mahogany, has oversize casters for easy moving. Model 7218CM, \$399.95. In blonde, The Claridge, \$419.95. Same models, VHF only, \$359.95 and \$379.95.



No strips! No converter! No service calls!

There's a vast difference between makeshift UHF "strips" and Arvin All-Channel tuning! The owner of an Arvin All-Channel Super 28 TV can get *all* VHF and *all* UHF stations within range—not just 12—at the turn of a single knob! And when he moves to another locality, he can get *all* the VHF and UHF stations in that area, with no adjustments, no new strips, no service call.

There's a difference, too, between a VHF set with an external UHF converter and an Arvin All-Channel Super 28 with dual tuner *built-in*. The Arvin Super 28 chassis is engineered throughout for all-channel reception. Everything is *inside* the cabinet—and *all* channels, both VHF and UHF, are tuned in on a single knob.

And there's a vast difference between sets with "provision" for all-channel tuning and the Arvin All-Channel Super 28 which has it right now! Who wants to wait to have a TV made up-to-date in some indefinite way at some indefinite future time? Arvin is the *first* TV engineered and produced with all-channel tuning *built-in*. You can profit handsomely from Arvin's leadership!

Arvin All-Channel Super 28

features 28 tubes*, sensational Phantom Filter, Dual Power, many other advantages

28 tubes including rectifiers and picture tube assure distance, picture quality and interference control that simply cannot be provided by a chassis with fewer tubes.

Exclusive Phantom Filter filters noise from the video signal, eliminating picture roll, bounce and jitter.

Dual Power and Cascade Booster Tuner build up weak signals and prevent overloading by too-strong signals. No external booster is ever needed.

Other Arvin advantages for 1953 include increased contrast, increased stability, increased audio output, increased sensitivity, and decreased noise factor.

Choice of eleven 21-inch and 27-inch consoles, superbly styled in period or modern.

A few selected distributor franchises are still available. Write R. P. Spellman, Sales Manager.

Radio and Television Division

ARVIN INDUSTRIES, Inc.
Columbus, Indiana

*Including rectifiers and picture tube.



HOW TO MAKE *more* FRIENDS AND INFLUENCE *more* PEOPLE

in favor of the products you sell

One of the most prominent features of any product is its finish. That's why it can be an important sales tool. A quality finish is a merchandising asset that makes a big difference in product sales appeal and customer acceptance.

Progressive manufacturers realize this. And, more and more, they realize that the best way to emphasize the quality of the finish is to *identify it* with tags or seals bearing the Sherwin-Williams trademark. No other symbol in the world says "This is a quality finish" to so many people, so quickly, so emphatically.

You can make it work for you. Look for it on the products you sell. Point out the "White-for-life" whiteness, the mar-resistance, washability, grease and acid resistance of Sherwin-Williams appliance finishes. Or the tough, light-resisting Sherwin-Williams TV and radio finishes with extreme resistance to cold checking caused by temperature variations. It may often be the added "sales plus" you need to clinch a sale. The Sherwin-Williams Co., Industrial Division, Cleveland 1, Ohio.



SHERWIN-WILLIAMS
INDUSTRIAL FINISHES

Wringer Washers Door to Door

CONTINUED FROM PAGE 71

which usually brings forth the names of friends or acquaintances who may be interested in buying a washer. Sometimes the salesman will leave a machine for the customer's use when they pick up one for repairing or checking. The idea they try to get over is that they don't want the user ever to be without her washer when she needs it.

One effective practice used by the route men in their selling routine is to unload the washer and have it in view when they introduce themselves to the prospect. It serves to interest the housewife immediately and augments the salesman's bid for a demonstration. The machine itself is light and is easily loaded and unloaded by the salesman and his assistant.

Erection of new power lines in some sections near Concord have far outstripped the introduction of modern water facilities, and in such areas, truck salesmen from The Hub find the wringer type washer to be the ideal solution.

The service department of The Hub is an important factor in selling. The partners believe that a good service job is a stepping stone to the sale of new washing machines and they conduct the department accordingly. Two trained service men are on hand at all times to handle such work and to recondition machines taken in on a replacement basis. Trade-ins are involved in about 50 percent of the washer sales. After reconditioning,

they are placed in a special section of the store for display and resale.

Store Sales Good Too

"In addition to our truck sales, we also do considerable business in wringer washing machines here in the store," says Penniger. "One entire wing of our half-block long building is devoted to appliances. In this section we keep a demonstrator washer connected up at all times and invite our customers to bring in a load of clothes for washing. Many housewives from the rural areas find it convenient to drop in for a demonstration when they are in town shopping.

"We try to get over the point that we can take care of almost any need the family has, whether it is clothing, furniture or household articles, by putting it all on one account. Frequently while selling clothing to a customer, we find it a good plan to start talking about how a washing machine can keep the clothing they buy in good order. The same is true of furnishings, such as draperies, curtains, slip covers, table linen and similar items. It's a sort of natural tie-in.

"We've been in business seven years and do an annual volume of approximately \$150,000 in appliances alone, a good 10 percent of which is in wringer washers. While this may seem to be a pretty good mark, we feel that the washer market is growing stronger every day and we expect our sales to increase in comparison." End

He's Building Sales with Premiums

CONTINUED FROM PAGE 114

replace constantly, such as drinking glasses or silverware. Another successful type of premium is the item that the customer wants but would hate to spend his own money for, such as mixing bowls.

Some things in the appliance field are difficult to associate with premiums. One of them is the radio, which is an impulse item and not particularly good with other appliances.

Timing is most important in the major appliance field. To pick a winner is almost as difficult as choosing a popular song. What was good today may not be successful tomorrow.

In our industry nearly all premium deals originate at manufacturer or distributor levels. These people in turn are advised by experts in the field, such as McCabe in the Merchandise Mart, Chicago, Howard Murphy in New York, Sanford in Los Angeles, and other people who keep their fingers on the pulse of the business.

It is impossible to determine in advance just how much money should be invested in a premium. It all depends on the popularity of the merchandise being sold, the size of the inventory, the market competition.

Virtually all premiums used nation-

ally are tested before being launched. Four towns in the United States are considered typical — Peoria, Ill., Quincy, Mass., Massillon, Ohio, and Rockford, Ill. If a deal works out there, it will work anywhere. So the folk in these bailiwicks are always getting a crack at something new in return for being used as guinea pigs.

In addition to employment as sales stimulants, the premium field furnishes giftwares to various businesses. Giant pencils, scissors and other doodads are handed out by distributors to their customers every Christmas.

Many retailers who have never used premiums have tried similar prizes on their own salesmen as stimulants. It is amazing how much more effective a new suit of clothes is in getting action out of a man than the equivalent in money. Fishing reels, shotguns, automobile accessories are more prized than appliance items which the salesmen only turn around and sell.

With considerable carryovers from 1951 inventories, and with a market that looks like it was back to normal, the year ahead is going to see a lot of premiums advertised with the magic formula, "For today and tomorrow only." End



sell **Blackstone**
WRINGER WASHERS

SURVEYS PROVE $\frac{1}{2}$ OF ALL WASHERS SOLD ARE WRINGER WASHERS! DON'T LOSE SALES BY NEGLECTING THIS BIG MARKET! STOCK BLACKSTONE'S 3 GREAT WRINGER WASHERS TODAY! THERE IS ONE TO FIT EVERY BUDGET!



• BUILD TRAFFIC!
• BOOST SALES!
• STOP WALK-A-WAYS!
• STAGE SPECIAL PROMOTIONS!

Only the Blackstone Line of Wringer Washers offer features like these!

DOUBLE-WALL TUB—Torpedo-style outer shell retains heat inside. Dome shaped top provides clothes carrier!

QUIET MECHANISM—Simple in design, precision built. Lifetime lubrication!

3 ZONE WASHING—Exclusive Blackstone hydractor in satin-finish cast aluminum gives 3 zone washing action!

EXCLUSIVE BLACKSTONE WRINGER—Instant push-pull safety release bars. Positive hand reset lever easy, quick to operate!

HEAVY DUTY MOTOR—Full $\frac{1}{4}$ H.P., rubber mounted. Lifetime lubricated at factory. Equipped with 8 ft. U.A. cord!

TIMER—Graduated in minutes. Shuts machine off automatically at end of time desired!

"SUPERNAMEL" FINISH—Fused, white "supernamel" is a permanently beautiful, easily cleaned surface!

HYDROPOUT—For emptying washer. Adjusts to any height or position for easy access to set tubs!

Blackstone

Jamestown, New York

AMERICA'S OLDEST MANUFACTURER OF HOME LAUNDRY APPLIANCES

ELECTRICAL MERCHANDISING—NOVEMBER, 1952



Complete Laundry Unit



Automatic Washers



Dryers Gas & Electric



Ironers Portable & Console

MOTOROLA SCOOPS

with New Sales Winners Just

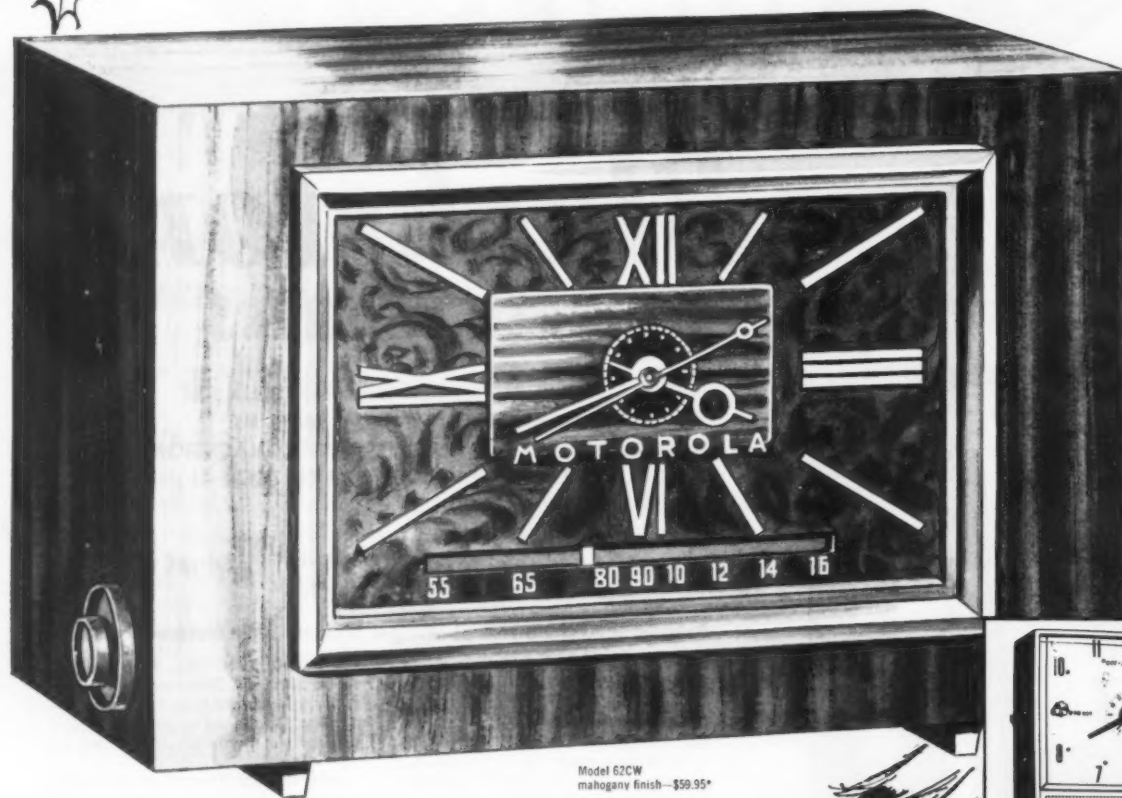
NEW SMART MAHOGANY Clock Radio



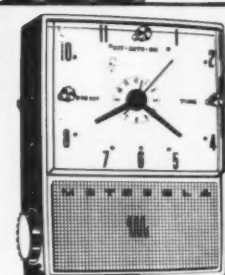
Again setting the industry pace, unveiling a whole new market for you—Motorola presents its newest Clock Radio. This new Clock Radio, in handsome mahogany "masterpiece" finish, adds distinction to living room or dining room, fills a very definite need for a clock in those rooms as well as for a radio that is a styled piece of furniture. Motorola's Mahogany

Clock Radio has the famed *Golden Voice* tone. There's a timer and an appliance switch that will turn on lights in an empty house and will turn on TV programs automatically.

Just in time for your Christmas profits—it will be one of your biggest traffic-builders, biggest sellers!



Model 62CW
mahogany finish—\$59.95*



Pin-Up Clock Radio
Model 52CW timer turns on
programs automatically—\$39.95*

*Motorola moves your
Biggest Seller into More Rooms
for More Sales!*

Now for Bedroom, Kitchen, Bathroom, Den, Rumpus Room or Porch—You know what profit makes the Motorola bedroom clock radios, Models 52C and 62C, have been. And now you can multiply clock radio sales with the sensational **Motorola Pin-Up Clock** designed for other rooms in the house—in a choice of cherry red, leaf green, citron or off-white.

Better

*Prices slightly higher South and West.

Prices subject to change without notice.

RADIO INDUSTRY

in Time for Christmas Profits!

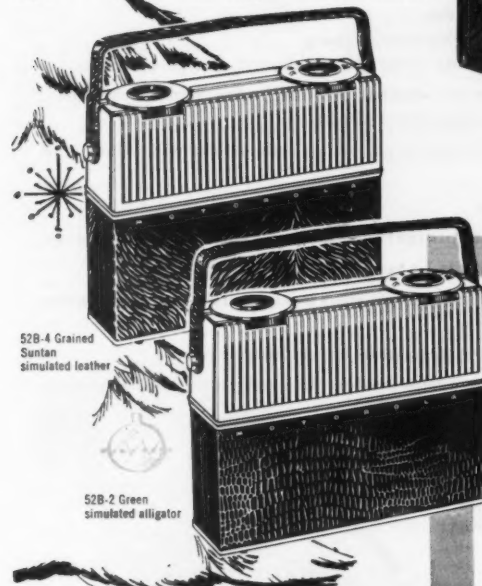
3 NEW STYLES IN AMERICA'S MOST POPULAR PORTABLE

Just in time for your Christmas profits—the compact “camera” case Motorola is out in three wonderful brand new styles. There's the tooled saddle-brown simulated leather style for every youngster or outdoorsman, the new Suntan simulated leather and the green simulated alligator. All AC-DC and battery, priced at just \$32.95* less batteries.

Those plus the popular royalite “camera” case and the rest of the Motorola portable line are ready to make your sales this Christmas bigger than ever before.



52B-3 Saddle-brown
tooled simulated
leather



52B-4 Grained
Suntan
simulated leather

52B-2 Green
simulated alligator

*Motorola sets the pace with
new ideas, styling and engineering!*

World's largest exclusive electronics manufacturer, Motorola again scoops the industry with ideas for sales—more revolutionary firsts in efficient engineering—finer, more detailed styling! Show the complete Motorola line—discover how the name Motorola

opens the door to greater profits. Yes, the new Motorola line is priced and styled to bring you a fast turnover and greater sales. See the new Mahogany Clock Radio, the Pin-up Clock-Radio, and the new portables—now—at your distributor's.

See **Motorola** *Radios*

You're on the inside track with these two lines

1. THE WASHLINE is your market . . .

50,000,000 women strong (or rather, weak).

Most housewives are still lugging heavy washes out to the washline. And they're tired of it! The proof is in last year's sales figures. They show that the dryer is America's fastest-growing home appliance.

To run in the top money, get a firm grip on the washline and the Lovell sales line. You'll be in the driver's seat all the way!

One of the best-known names in the home laundry field, Lovell introduced a dryer more than 12 years ago. Today Lovell makes tumble-type electric and gas drying units for APEX, BARTON, BRYANT, CONLON, DEXTER, DUCHESS, EASY, THOR, ODIN, ONE MINUTE and others.



2. THE SALES LINE for the Lovell Drying Unit is your key to the market.

Single dial control provides:

1. Automatic shut-off. No time guessing.
2. Complete temperature range for any dryness or type of fabric.

New extra-large infra-red element has three times more heating area, purifies clothes, dries them more gently.

Easy-to-unload door is extra large, swings open all the way. Allows full visibility inside.

Easy-to-clean lint trap.

Lint trap safety by-pass prevents clogging if user fails to empty trap.

Outdoor humidity-vent can be easily connected at rear, if desired.

Vacuum drying system preheats air, costs less to operate. Reduces accumulation of lint inside dryer.

Air-cooled cabinet allows easy access for cleaning or repairs.

Handy clean-out duct to remove bobby pins, sand, other small objects.

America's newest household blessing



ELECTRIC AND GAS DRYING UNITS

LOVELL MANUFACTURING COMPANY • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers

Remind every customer that she can get her wash done quickest with a wringer washer and automatic dryer—and that the combination costs less than she thinks.



Look for
the Lovell DRI-RITE
single dial control



NEW PRODUCTS



ANNA A. NOONE



SUN-AIRE Dryers

Stiglitz Corp.,
2007 Portland Ave.,
Louisville, Ky.

Device: Stiglitz "Sun-Aire" automatic clothes dryers.

Selling Features: Top lint trap requires no stooping, bending or fumbling to clean out; Turbo-Vent permits dryer to be vented outdoors or indoors; fast moving air takes moisture out of clothes; heat and drying cycles automatically controlled, no need to watch operation, no adjustments to be made, no controls to be reset; Lux timer with signal bell which sounds when dryer cuts off; built-in germicidal lamp; drum revolves 44 rps; 9 lbs. capacity; $\frac{1}{4}$ h.p. Delco motor with built-in safety switch. Electric model uses 4400 watts; gas model produces 20,000 btus; temperature controls range from 140 degs. low, to 180 degs. medium, to 215 degs. high. White-Rogers thermostat and gas controls with an electric match for gas models. Zinc-phosphate rust-proof coating. Epon rosin painted inside and out at 400 degs. temperature to give durable white finish.



TOASTWELL Servswell

Toastwell Co.,
620 Tower Grove Ave.,
St. Louis, 10, Mo.

Device: Toastwell Servswell No. 700.

Selling Features: Combination cooker, warmer and server; food can be prepared at table in 3 heatproof glass 2-qt. dishes and served hot; polished stainless steel lids with swivel handles, which form adjustable vents; vents, closed for

moist foods, opened for crispiness; thermostat control; jeweled signal light and indicator provides temperatures up to 350 degs; 19 in. long, 8 $\frac{1}{2}$ in. high, 10 $\frac{1}{4}$ in. wide.



G-E Travel Iron

The General Electric Co.,
Bridgeport, Conn.

Device: G-E automatic travel iron.

Selling Features: Weighs 1 $\frac{1}{2}$ lbs.; operates on a.c. and d.c.; special "Dial-the-fabric" control can easily be set for fabric being ironed; thermostat then maintains correct ironing temperature and prevents overheating, handle folds down when iron is not in use; double thumb rests on handle accommodate right and left-handed people; comes complete with carrying case.

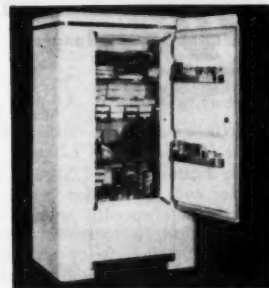


INTERNATIONAL HARVESTER Freezer

International Harvester Co.,
180 N. Michigan Ave.,
Chicago, 1, Ill.

Model: IH 200, 20-cu. ft. freezer.

Selling Features: Requires no more floor space than a 15 cu. ft. unit; utilizes new compact type glass fiber insulation; has a 700 lb. food storage capacity; "Dri-Wall" construction gives dry exterior cabinet with fast freezing on 5 inside walls; new features include an ice cube storage caddy; 4 level release ice cube trays; a plastic serving tray on which dessert can be placed for quick freezing; 3 lightweight stainless steel storage baskets; 2 dividers; an alarm bell and a warning light serve as signals in case of power failure. Has same general styling as other models in line.



COOLERATOR Freezers

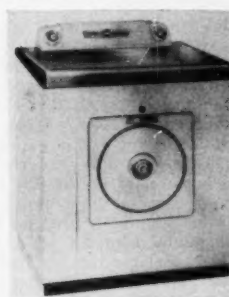
Coolerator Co.,
Duluth, Minn.

Models: 3 new Coolerator upright freezers: UFB-322, UFB-252 and UFB-183.

Selling Features: Highlighting line is UFB-322, 32 cu. ft. model that holds 1127 lbs frozen foods; 2-doors, 4 handy door shelves; 57.5 in. wide, 28.1 in. deep; fan-cooled condenser; Tecumseh hermetically sealed compressor using Freon 22 refrigerant; high baked synthetic enamel finish.

UFB-252, 25 cu. ft. model holds 882 lbs, 24.8 sq. ft. shelf space; single door, 2 handy door shelves plus all features of UFB-322.

UFB-183, 18.3 cu. ft. capacity holding 641 lbs. frozen foods; 32.6 in. wide; 18.1 sq. ft. shelf area; 2 handy door racks; $\frac{1}{4}$ h.p. hermetically sealed Tecumseh compressor using Freon 22 refrigerant.



SPEED QUEEN Dryers

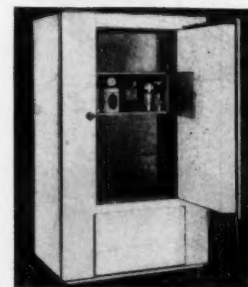
Speed Queen Corp.,
Ripon, Wis.

Model: Speed Queen deluxe dryer No. DE-6, and standard DE-7.

Selling Features: Deluxe dryer DE-6 features giant capacity, pull-out cylinder type "In-a-Door" lint trap, easily accessible, catches all lint before air is drawn into outlet duct; view-level control panel; Sun-Blast heater and vacuum drying principle dries average load of clothes in approximately 35 to 40

min; suction fan pulls heated air through smooth, rust-resistant, rear perforated cylinder; adjustable thermostat makes it possible to select proper drying temperatures at twist of wrist, making it possible to dry woollens and other delicate fabrics at approximately 125 degs.; automatic timer warning; safety over-load protector on motor; safety switch in motor automatically shuts off element in case of motor failure; dryer automatically stops when door is open; 15 in. door permits easy access; smooth cylinder drum divided by 3 full-depth, wedge-shaped baffles located so that clothes may be fluffed at time baffle plate at rear spreads moisture to proper areas; safety thermostat at rear of drum shuts off element should temperature reach danger point in interior of cylinder; permanently lubricated 1/6 h.p. motor.

Cabinet is 36 in. high, 30 in. wide and 26 in. deep; white baked enamel finish with stainless steel trim. Standard model DE-7 has baked enamel top.



SUB-ZERO Freezers

Sub-Zero Freezer Co., Inc.,
Madison, Wis.

Models: 2 new models have been added to 1953 line of upright freezers—15A and 20A.

Selling Features: Model 15A has 15 cu. ft. capacity, holds 525 lbs. frozen foods; $\frac{1}{4}$ h.p. air cooled Freon condensing unit hermetically sealed with thermostat control; infra-red baked white enamel exterior; aluminum interior with embossed aluminum compartment doors; chrome plated hardware.

20-A has 20 cu. ft. capacity and holds 700 lbs frozen foods; $\frac{1}{4}$ h.p. unit, plus features of 15A.

Other models in 1953 upright line includes 25A with 25 cu. ft. capacity and 875 lbs. foods and 32A a 32 cu. ft. model which holds 1120 lbs; and is equipped with a $\frac{1}{4}$ h.p. condensing unit. This model has two doors.



*Want these Santas?
These novel displays
will help you sell many
more General Mills
Appliances for Christ-
mas. Write today to...*

General Mills Home Appliances,
Advertising Department, 1620 Central
Avenue N. E., Minneapolis 13, Minn.



PERFECTION Ranges

Perfection Stove Co.,
7609 Platt Ave.,
Cleveland, 4, O.

Models: Perfection apartment
ranges Nos. L201 and L200.

Selling Features: No. L201 has 4
double coil Chromalox surface
units with 7-speeds; automatic
oven pre-heat; banquet-size oven
with automatic heat control,
smokeless, broilers; broiler unit
3000 watts, bake unit 2100 watts.

L200 has 3 surface units, same
oven as L201 without automatic
oven pre-heat. Each model has an
outlet conveniently located on con-
trol panel and a storage compart-
ment below oven; white titanium
porcelain front, sides and tops;
black porcelain enamel ovens.



CARRIER Air Conditioners

Carrier Corp.,
Syracuse, N. Y.

Models: 8 new room air conditioner
models include 4 standard and 2
deluxe window units and 2 console
models.

Selling Features: Air is twice-
cooled, twice-dehumidified and
twice-filtered before it is released
into room providing the dryest ob-
tainable air.

"Hideaway design" eliminates
need for half-in, half-out window
installation, so unit may extend
into room only to drapery line,
offering complete flexibility of in-
stallation—eliminates need for box
jutting into room—this is accom-
plished by eliminating air inlet or
outlet grilles from sides, top and
bottom unit and completely en-
closing and insulating unit in solid
box of girder construction. It can
also be set into a wall at any height
with only decorative front grille ex-
tending into room, or it can be set
in top of a window or in a transom.
Decorative front panel entirely
circled by finned air outlets insures
against drafts anywhere in room.
Stylized by Lurelle Guild, the front
grille is finished in a neutral "color
blend" material which picks up
and harmonizes with surrounding
colors.

Window units available in $\frac{1}{2}$, $\frac{3}{4}$,

NEW PRODUCTS

$\frac{1}{2}$ and 1-h.p. sizes with deluxe
models in 2 larger sizes. Console
models will be in 1 and $1\frac{1}{2}$ h.p. plus
a 1-h.p. console with water-cooled
condensing where an outside air
supply is not available.

Window models can be operated
entirely within a room with back
inlet fitted to window with special
air-tight rubber gasket. This makes
possible their use with casement
windows with no alteration to win-
dow frame.

$\frac{1}{2}$ and 1-h.p. units provide a
"quick cooler" for rapidly cooling a
warm room then it can be
switched to normal operation. All
models equipped for drawing in
outside or room air. Carrier Humi-
trol on 3 larger models can be set
for quick temperature pull downs
in crowded rooms. Larger models
can be set for greater moisture re-
moval on extremely humid days.



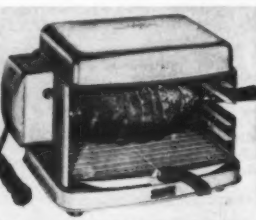
CROSELY Refrigerators

Crosley Div.,
Avco Mfg. Corp.,
1329 Arlington St.,
Cincinnati, 25, Ohio.

Models: Crosley's 1953 Shelvador
line consists of 9 models: two 7's
(SE-7 and DE-7); two 8's, (SE-8
and CAE-8); two 9's, (SE-95 and
CAE-95); one 11, (CAE-11); and
two 12's (TDAD-12 and TCAD-
12).

Selling Features: All models have
horizontal freezers with capacities
ranging from 28 to 77 lbs.; and
from 3 to 5 shelves in door; Crosley
quiet trigger-action latch mecha-
nism; frozen storage trays or meat
holders; "tilt-out" and "pop-out"
ice trays; polystyrene plastic for in-
terior trim and freezer doors.

Automatic defrosting is available
in 4 models: three models (TAD-
12, TCAD-12 and CAD-11) have
full automatic defrosting—the de-
frost cycle is set to automatically
turn on daily at a pre-set time.
CAE-8 and CAE-95 have push-
button automatic defrost, a new
feature this year with Crosley



BLACK ANGUS Broiler and Rotisserie

Manday Mfg. Co., affiliate of
Marlun Mfg. Co.,
22-28 W. 21st St.,
New York, 10, N. Y.

Models: Black Angus low-priced
broiler and combination broiler-
rotisserie.

Selling Features: Broiler has chrome
reflector element, 1350 watts; sani-
tary drip pan; full size wire rack;
Bakelite flip-flop handle; triple
chrome plating and black molded
Bakelite trim; broiling area 13 $\frac{1}{2}$ x10x
8-in.

Combination broiler-rotisserie has
same features as broiler plus 1/200
h.p. automatic spit.

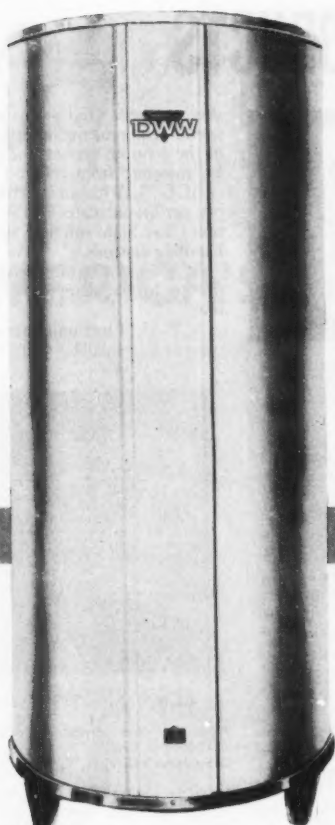


FRESHMASTER Freezer

Freshmaster Corp.,
455 11th Ave.,
New York, N. Y.

Model: Freshmaster "Spacemaster"
upright freezer.

Selling Features: Takes up 40-per-
cent less floor space than other
freezers of similar capacity, the
manufacturer says; has 12 cu. ft.
and 400 lbs. storage capacity; 57
in. high, 28 in. wide and 25 in.
deep, including door; equipped
with automatic self defroster.



ELECTRIC UPRIGHT



ELECTRIC TABLE-TOP



A TYPE AND SIZE FOR EVERY PURPOSE

Nationally Advertised
Liberal 10 year Guarantees on Extra-Heavy
Copper-Bearing Galvanized Steel Tanks
When Ordered With Cathodic Protection.

D.W. WHITEHEAD

turn **PRESTIGE**
into **PROFIT**



AUTOMATIC WATER HEATERS

with

When you carry a known line like DWW, you automatically start a path from the doors of countless satisfied customers to your own. And this handmade market grows because DWW owners constantly talk about the outstanding economy, top quality and peerless performance of D. W. WHITEHEAD Automatic Gas and Electric Water Heaters. This kind of free advertising plus our convincing national campaign keeps our public filling your pocket.



GAS

sell the FEATURES
that win
CONSUMER CONFIDENCE:

ELECTRIC:

Plenty of clear hot water • Economy • Trouble-free performance
• Chromalox immersion heating unit • Easily removable porthole cover
• Cathodic protection by magnesium rod • Heavy legs for sturdy support
• Inlet and drain located to offer greatest installation convenience
• Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring
• Precision engineering • Upright models to conserve floor space, tabletop for extra work space • Advanced design • Gleaming enameled casing • Adjustable thermostats • Extra-thick Fiberglas insulation.

D.W. WHITEHEAD also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.

GAS:

Efficient economical operation • Heavy Fiberglas insulation to prevent heat loss • Adjustable thermostat, easily set for any temperature
• Advanced design with latest scientific improvements • Gleaming enamel casing with smart, modern lines • Precision engineered
• Automatic safety pilot that automatically shuts off gas if light goes out
• Liberal 10-year guarantee • Non-clogging burners • Dust-free base for trouble-free performance.

D. W. WHITEHEAD MANUFACTURING CORP.,
599 West Ingham Ave., Trenton 8, N. J.

New! **EVERSHARP**
18" ROTARY POWER MOWER
 2 CYCLE 1.6 H.P.

Priced to retail for only **\$87.50**
 tax incl.

subject to change without notice

Nationally Advertised!
25,665,515 ads
in seven big magazines



Model 95
 21" Cut

NOW! A COMPLETE LINE OF EVERSHARP ROTARYS!

Here's your pace-setting sales maker in the complete line of EVERSHARP Rotary Power Mowers! Every one features the smartest styling in the field . . . each is precision built with famous EVERSHARP engineering . . . and all are priced to offer unparalleled value!

The complete line of EVERSHARP Reel Type Power Mowers has also been restyled for added eye-appeal—redesigned for added buy-appeal. They're the smartest, sturdiest, smoothest working power mowers in the field . . . yet they're priced to undersell competition every time!

And don't forget! Eversharp national advertising backs up your selling right through the season . . . sends ready-to-buy prospects your way. Eversharp's special merchandising promotions help you sell them easily, quickly, profitably!

Now more than ever the most complete, profitable source for your every power mower need:

EVERSHARP

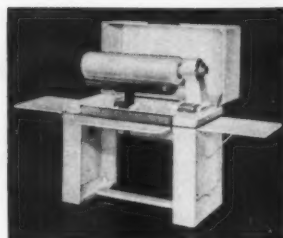
THE ONE LINE COMPLETELY REDESIGNED FOR '53

Send for new, illustrated catalog showing:

ROTARY MOWERS: 18 and 21 inch models—gasoline and electric.
 REEL TYPE MOWERS: 18 and 21 inch models—gasoline and electric.
 HAND MOWERS: Three 16-inch models.

MIDWEST MOWER CORPORATION
 1006 OLIVE STREET • ST. LOUIS 1, MISSOURI

NEW PRODUCTS

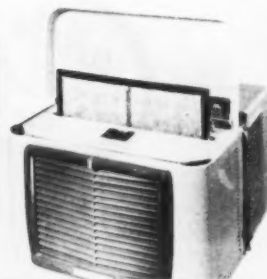


BENDIX Ironer

Bendix Home Appliances,
 Div. Avco Mfg. Corp.
 South Bend, Ind.

Device: Bendix has resumed ironer manufacturing with a new automatic ironer.

Selling Features: In addition to smooth new styling, the new ironer has 2 functional features—a retractable shoe and 3 open ends of roll; with motor housing below work surface of ironer, the roll and shoe are completely free of obstruction, and any size or shape garment can be ironed without "bunching". Thermostats at each end of shoe can be operated single; forming board is located so that garments are rolled under not over top of roll; another feature is concentration of controls in one dial; adjustable height control; equalized ironing pressure; gray-green plastic and chrome trim are other features.



CROSLEY Air Conditioners

Crosley Div.,
 Avco Mfg. Corp.,
 1329 Arlington St.,
 Cincinnati, 25, Ohio.

Models: 4 new window-type room air conditioners: ACE-100, ACE-75; ACE-50 and ACE-33.

Selling Features: 3 larger models have thermostats as standard equipment; special cabinet design with special lid permits easy filter removal; speedy, completely weather-tight installation is a feature—under normal conditions they can be installed in 20-min., according to the manufacturer; permanently-lubricated motors; quiet operation; styled to blend with any type decoration in moss-green and mountain-gray.

"3-directional" grill louvers permit control of direction of airflow; faster cooling provided by unique air discharge arrangement. ACE-100, 1-ton or 1-h.p., designed for

cooling larger sized rooms and the special requirements in certain areas of the country; extracts 3.2 pts. per hr. moisture from room.

ACE-75, $\frac{3}{4}$ ton unit extracts 2.5 pts. per hr; circulates 700 ft. air per min.; has high and low speed air handling controls.

ACE-50, $\frac{1}{2}$ ton unit extracts 1.8 pts. per hr; circulates 560 ft. air per min.

ACE-33, $\frac{1}{4}$ -ton unit extracts 1.3 pts. per hr; circulates 470 cfm.

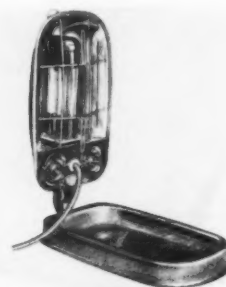


ACME 3-in-1 Kitchen

Acme-National Refrigeration Co., Inc.,
 29-24 40th Ave.,
 Long Island City, N. Y.

Device: Acme 3-in-1 refrigerator, range and sink combination No. RES-4.

Selling Features: Unit includes a 4-cu. ft. refrigerator with hermetically sealed Tecumseh compressor, automatic internal light and approximately 7 $\frac{1}{2}$ sq. ft. shelf area; 2 electric surface burners for use on 110 volt, and a stainless steel top and sink, with airator faucet; 36 in. high, 27 in. wide and 27 in. deep. Unit is also available with a 2-burner gas range which can be used on natural, manufactured, or L.P. gas.



SPERTI Sunlamp

Sperti Faraday Inc.,
 Appliance Div.,
 Rookwood Pl.,
 Cincinnati, 2, O.

Model: Sperti portable sunlamp No. P-105.

Selling Features: Weighs 2 $\frac{1}{2}$ lbs.; combines ultra violet and infra-red rays which can be changed with a single switch; designed to tilt or turn to any position; operates on a.c. or d.c., 110-120 volts.



JOIN THE SWING TO SYLVANIA



AMERICA'S FASTEST GROWING TELEVISION



THE KENSINGTON (172M)

Corner Console with HALOLIGHT. Typical of Sylvania's advanced cabinet styling is this breathtaking new Corner Console Ensemble. Gracefully fashioned in French Provincial Style, the Kensington is an inspired piece of furniture art. Features the famous Stratopower "508" Chassis, 21" cylindrical picture tube, corner cases optional. Available with built-in UHF reception. Also in Maple (172K).

SYLVANIA DEALERS everywhere are chalking up sensational sales records with the great new Sylvania TV Line for 1953.

And no wonder. This year's Sylvania Line has everything . . . bigger, better-than-ever HALOLIGHT, the sensational all new Stratopower Chassis for outstanding performance in any locality and cabinet styling that's the talk of the industry!

Feature by feature, there's more sell in Sylvania TV than anything offered to the public today. Your Sylvania distributor has the facts to prove it. Check with him—now!



THE HUNTINGTON (176M)
21" Console with HALOLIGHT

**YOUR SALES WILL Z-O-O-O-M
WITH THE FINEST LINE IN SYLVANIA HISTORY!**



THE LEXINGTON (178M)
21" Three-way Console
Combination with HALOLIGHT



THE PARKRIDGE (126M)
21" Mahogany Veneer Console



THE ARLINGTON (175M)
21" Table Model with HALOLIGHT



THE MONTCLAIR (177M)
21" Console with HALOLIGHT



THE SHEPHERD (24M3)
20" Console with HALOLIGHT



THE FAIRFAX (150L)
17" Table Model



THE DONCASTER (72M11)
17" Mahogany Veneer Table Model



THE CLAREMONT (22B11)
20" Blonde Table Model

**CONTACT YOUR SYLVANIA
DISTRIBUTOR NOW**

Learn about Sylvania's Selective Dealer Program that
Assures Bigger Profits for Sylvania Dealers.

*Sylvania Trademark

SYLVANIA TV
with
better-than-ever **HALOLIGHT***

The Original Frame of Light That's Kinder to Your Eyes!

...and

ELECTRICAL MERCHANDISING

1950
STATISTICAL AND MARKETING ISSUE

ELECTRICAL MERCHANDISING

1951
and Marketing Issue

ELECTRICAL MERCHANDISING

1952
STATISTICAL AND MARKETING ISSUE

— electrical appliances, radio and television sales nationally and by states
— degree of market saturation of products
— the business outlook for 1952
— analyses of markets by regions
— utility merchandising policy
— separate market studies on all major appliances, electric housewares, radio and television

MARKET STUDIES

Appliances
Canned Goods
Household Appliances
Foods
Furniture
Radio and Television
Vacuum Cleaners
Refrigerators
Sinks
Stoves
Toasters
Television
Tubes
Small Appliance Components
Electric Cans
Electric and Cooking
Refrigerators
Blenders
Toasters
Coffee Makers
Electric Saws
Electric Drills
Blenders
Toasters
Sinks
Sinks for Ranges
Sinks for Ranges and Sinks
Power Sinks
Small Motors

NOVEMBER, 1952—ELECTRICAL MERCHANDISING

in 1953 even more valuable

for getting your message to leading Dealers and Distributors

...ELECTRICAL MERCHANDISING'S January 1953 Statistical Issue

Right now is the time to plan your most powerful message to the 1953 Appliance-Radio-TV market . . . because ELECTRICAL MERCHANDISING'S Statistical and Marketing Issue is now being prepared.

The 1953 edition of the Statistical Issue will continue as the Industry's most valuable book in market planning. It will serve all phases of the industry in setting up distribution schedules, anticipating sales developments, and working out sales quotas. Manufacturers, distributors, and dealers — they all depend on this issue for market information.

You get the best picture of all the changing factors through this Statistical Issue. Announcements of new items, materials situations, credit and financial regulations — information on important things like these is necessary for intelligent sales planning; and information like this will be found in the 1953 Yearbook.

Where else does the Industry find, so easily and so accurately, statistical product reviews on all types of household electrical appliances? This annual Issue covers separate market studies on . . .

Room Air Conditioners	Television
Steel Kitchen Cabinets	Radio
Electric Bed Coverings	Washers
Food Waste Units	Ironers
Lamp Bulbs and Tubes	Ranges
Power Lawn Mowers	Freezers
Electric Shavers	Roasters
Sandwich Grills	Blenders
Broilers	Refrigerators
Deep Fat Fryers	Clothes Dryers
Mixers	Water Heaters
Fans	Floor Polishers
Irons	Space Heaters
Dishwashers	Electric Clocks
Waffle Irons	Vacuum Cleaners
Toasters	Coffee-Makers

The vast amount of information contained in ELECTRICAL MERCHANDISING'S Statistical and Marketing Issue is not a chance collection of data, nor a by-product compilation of material resulting from publishing

the leading electrical journals. The Annual Statistical Issue is special edition — and a major undertaking. It's the fruit of a huge cooperative survey made by experienced editors devoting their full time to the industry. Thousands of questionnaires and interviews dig out the facts and authoritative figures you find in easy-to-use tables and charts. The suggested sales lines for 1953 are the compiled estimates and appraisals given in confidence by hundreds of the most important men in the field.

The standing that previous editions of the Statistical Issue has won throughout the Industry fully justifies all the work that goes into its preparation. And the various prizes this issue has won are gratifying recognition from the publishing industry of the merit of this annual edition.

Tangible evidence of the regard in which the Industry views the Statistical Issue is the volume of advertising it carries with 200 advertisers using display space in the 1952 edition. This single issue will give dealers more product information in its advertising pages than any other single issue of any other publication serving the field.

The Statistical and Marketing Issue — in effect the Industry's Fact Book — is your best single means of keeping your product brand name before the Industry. It is your best medium for keeping your sales structure — your outlets — aware of the competitive advantages in your product line and your policy.

It is important to you to make sure *your* story is in this most important single publication of the Appliance-Radio-TV Industry.

An Added Dividend without Added Cost

A feature of this January issue will be full Pre-Show coverage of the Chicago Housewares Show . . . complete exhibitor list, special features, and comprehensive last minute news round-up. You won't want to miss it.

Now is the time to make your space reservation for the January Statistical Issue
Closing Dates . . . Copy to Set — December 1 . . . Complete Plates — December 5



A MCGRAW-HILL PUBLICATION • 330 WEST 42nd STREET, NEW YORK 36, N. Y.



THESE NEW Cadillac FEATURES WILL

capture the Christmas Trade

- NEW** disposable dust bag
- NEW** "floating brush" floor nozzle
- NEW** color — silver grey Hammerloid
- NEW** "snap back" handle
- NEW** toboggan-type runners
- NEW** bayonet locking device on attachments
- NEW** simplified filter

AND 2-speed control: HIGH for deep-down cleaning; LOW for delicate fabrics.



Easy to demonstrate — profitable to sell

Because . . . Cadillac offers homemakers the latest and best features — features that add up to fast, thorough, easy home cleaning.

Because . . . Month in, month out, Cadillac vacuum cleaners are advertised in leading magazines — presold to prospective buyers in your immediate sales area, through the pages of WOMAN'S HOME COMPANION, AMERICAN HOME, FARM JOURNAL, AMERICAN MAGAZINE and SATURDAY EVENING POST.

Because . . . Cadillac's liberal discount policy gives dealers more profit per unit

Start your holiday profits rolling now. Write for complete information about the Cadillac line.

CLEMENTS MFG. CO.

Dept. A, 6666 S. Narragansett Ave., Chicago 38, Ill.



MODEL 143A
The famous Cadillac "upright" Model with beating, sweeping brush; 2 speeds.

For more than 40 years, sold only by reliable dealers and distributors.

NEW PRODUCTS



BURPEE Fryer

The Burpee Co.,
Barrington, Ill.

Model: "Aristo" deep fryer for house-to-house installment sales or organizations.

Selling Features: Temperature controls range from 175 to 375 degs. to permit general utility as well as deep frying; automatic thermostatic control makes it possible to use fryer as automatic saucepan, casserole and roaster as well as fryer; upper half is mirror-finished aluminum; ebony black; lower portion, handles and cover top; seamless die-drawn aluminum; self-draining basket with mesh fine enough to permit popping corn.



JACOBSEN Snow Plow

Jacobsen Mfg. Co.,
Racine, Wis.

Device: Jacobsen rotary snow plow. **Selling Features:** Large diameter rotor unit and wide discharge chute saves in power requirement since snow need not be funneled into and forced through small opening; snow is thrown, not blown; weighs 82 lbs.; clears a 16 in. path and throws snow as far as 30 ft. to side; adjustable hood regulates distance snow is thrown.



SHETLAND Attachment

The Shetland Co., Inc.,
Lynn, Mass.

Device: Shetland rug cleaning attachment for the Shetland twin-brush floor polisher.

Selling Features: Consists of a small metal platform on 3 casters with a pair of special rug cleaning brushes designed to adjust automatically to various piles or thicknesses of all types of rugs; powder and foam type cleaning preparations can be rubbed into rugs without using deck or hand brushes, thereby saving considerable labor.



HUFFY Mowers

The Huffman Mfg. Co.,
Dayton, 1, Ohio.

Model: 1953 Huffy electric mowers.

Selling Features: 2-way moving—no front or back to the new Huffy, mows equally well in either direction; all 4 wheels are identical; "flip-over handle" mounted in center and adjustable to convenient height, a flip of handle reverses direction; a handle extension lays the cord out of path of power and user and is easily switched from one side of handle to other; "twist release cord book" frees entire coil, which can be placed on ground to feed out as mower is operated. Available in 16- and 18-in. sizes; Huffy gas mowers include a 2-cycle 16-in. and 18 in., and a 4-cycle 18-in.



CARRIER Weathermaker

Carrier Corp.,
Syracuse, N. Y.

Device: Carrier 2-ton "Weather maker" year-round air conditioning unit.

Selling Features: Provides winter and summer air conditioning for average 3-bedroom home—2-tons of cooling and dehumidifying capacity plus winter heating in a single closet-size sound-proofed, heat-proofed, cabinet; can be placed in small closet in middle of house saving on duct work, or in cellar, garage or attic.

**35% PROFIT
FOR YOU!**

Arvin Radio Christmas Special

Includes
FREE
display
material

(worth \$2.70)



Here's what you get:

- 2 Arvin Cosmopolitan Radios, Model 651T (1 Ivory, 1 Willow Green)
- 1 Arvin International Short Wave Receiver, Model 655 SWT
- 3 Arvin Sleepytimer Clock-Radios, Model 657T (1 Ivory, 1 Willow Green, 1 California Tan)

Total list prices.....\$219.70
Regular dealer cost..... 153.92
SPECIAL DEALER COST
DURING THIS OFFER, ONLY... 142.80

Total profit for you **\$76.90**

An actual profit of 35% on the radios alone!

And in addition, you get **FREE...**

- One big, beautiful Santa Claus display and 5 Santa Claus cut-outs, regularly \$1.90
- One Santa Claus window poster and 4 window streamers, regularly..... .30
- 50 Arvin Full Line Folders, regularly..... .50

Free display items worth **\$2.70**

**This offer ends
Dec. 1st!
ACT NOW!**

SETS AND DISPLAY ITEMS ALL PACKED TOGETHER IN ONE CARTON—ORDER AT LEAST TWO DEALS so you can display one in your window and one inside your store.

**These are the Arvin
Christmas Special Radios
—tops in gift appeal:**

A Arvin Sleepytimer—Most beautiful of all clock-radios. Telechron clock and automatic timer; follow-up buzzer alarm; handy 1100-watt appliance outlet; luminous clock hands. Arvin Velvet Voice Radio with 5 tubes including rectifier; rod-type Magnetenna; 5-inch speaker. Model 657T \$39.95

B Arvin Cosmopolitan—Exquisitely styled with lighted pointer and gold-plated plastic numerals; AC/DC superhet with 5 tubes including rectifier, automatic volume control, improved loop antenna, heavy duty speaker and Velvet Voice tone with Magna-Bass amplifier. Model 651T \$39.95

C Arvin International—Newest short wave receiver for foreign broadcasts, or standard AM. Improved AC/DC superhet circuit, with 5 tubes including rectifier, gives amazing range. Satin-gold pointer, edge-lighted dial. Beautifully styled plastic cabinet in Sea Mist Gray. Model 655SWT \$39.95

Radio & Television Division
Arvin Industries, Inc., Columbus, Indiana

(Formerly Nablitt Sparks Industries, Inc.)



Suggested by RICHARD C. PROCTOR
Southern Comfort Corporation, St. Louis, Missouri

In Chicago, it takes 2— to cover all the outlets

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market—and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!

*See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.



CHICAGO SUN-TIMES

CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

CHICAGO
Chicago Sun-Times
211 W. Wacker Drive

NEW YORK
Chicago Sun-Times
250 Park Avenue

LOS ANGELES
Sawyer-Ferguson-Walker Co.
612 So. Flower St.

SAN FRANCISCO
Sawyer-Ferguson-Walker Co.
1213 Russ Bldg.

MIAMI BEACH
Hal Winter Company
9049 Emerson Ave.

ATLANTA
Sawyer-Ferguson-Walker Co.
821-822 William Oliver Bldg.

NEW PRODUCTS

Features include heating with any type gas or with oil; also available with air-cooled refrigerant condensing which does away with need for water or for a cooling tower in areas where water is in short supply.

Heating and cooling controlled by flick of switch on unit or from separate thermostatic control anywhere in house. Occupies 3x3 ft. floor space and is 5 ft. high.



Fairbanks, Morse & Co., announces a new type submersible sump pump, or cellar drainer, for home owners. It has no protruding floats or rods and allows the complete unit to be installed in the sump pit, with no extended pump shaft above floor level. Motor and operating switch completely enclosed in a stainless steel housing; stainless steel motor housing also functions as a float to control pump operation. Ease of installation is another feature.



HOMKO Rotary Mowers

Western Tool & Stamping Co.,
Des Moines, Iowa.

Models: 2 new gas-engine, and an electric rotary power mower has been added to Homko line.

Selling Features: Gas engine mowers have 16-in. and 18-in. cutting widths; 16 in. model, powered with a 1 h.p., 18-in. model with a 1.2 h.p. easy starting, 2-cycle gas engine; direct-drive airfoil shaped blade straightens grass, cuts it and leaves lawn smooth and even; other features include a lightweight; all steel chassis easy to sharpen; cuts high grass and weeds; engine is protected if blade strikes rocks, etc.

16-in. electric model powered by a vertical shaft 3450 rpm 1/4 h.p., 110 volt, 60 cycle 1-phase, thermal protected, heavy duty, drip proof electric motor; 75 ft. cord gives ample cutting radius.

Leaf mulchers available for above mowers as optional accessories.



Royalites offer many new Christmas lighting decorations according to the recently issued 1952 catalog by Royal Electric Co., Pawtucket, R. I., including a new "Dandy Cane" of styrene plastic, 2 ft. long which glows with inside illumination; a "Starlite" tree-top of white and crystal plastic and a completely restyled line of all-plastic candle sets in 3, 5 and 8-lite sets.

Briefs



Witelrad Electric Mfg. Co., Stamford, Conn. announces a single extension cord complete with connector and plug with spring friction blades, suitable for use with TV, radio, appliances, sewing machines and many other uses. Available in packaged kits and in lengths from 8 ft. up.

Wiremold announces a new "Plug-mold 2000," multi-outlet raceway system that provides multiple outlets every 30-in., in continuous run. Easily mounted on any wall surface, at baseboard height or any other desired level, along edges or backboards of counters, display shelves, work tables etc.



Mini-Breaker, a new miniature circuit breaker that fits like a fuse in any standard plug-type fuse receptacle, is announced by Mechanical Products Inc., Jackson, Mich. Provides positive protection against overloads and short circuits for residential, commercial and industrial buildings plus a wide range of electrically operated machines and appliances. For 15, 20 and 30 amp circuits, 110-125 volt a.c.



FREE!

Ad mats and point-of-purchase display material . . . it's yours for the asking. Write: Advertising Department.

CONTACT YOUR DISTRIBUTOR!

Join the PRESTO sales-and-profits spree for the first golden months in '53.

**NATIONAL PRESSURE COOKER COMPANY, Eau Claire, Wisconsin
THERE ARE OVER 19 MILLION SATISFIED PRESTO USERS!**

BOOST SALES ON TV SETS



ONLY
\$14²⁵
LIST

with the NEW
ULTRA Q-TEE

THE FIRST
VHF-UHF ANTENNA
ALL-CHANNEL **2-83**

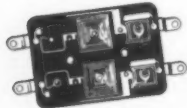
*Lic. A. K. Pat.
2,422,458; 2,282,292;
others pending.

**Install the Ultra Q-Tee
Now for VHF and it's ready for UHF**

Secret of the Ultra Q-Tee's all-channel operation is the special printed circuit band reject filters* (channel separators).



The round filter above is used to separate the VHF channels 2-13.



Completely new six section printed circuit filter above separates the UHF channels and makes possible the use of a single transmission line for all channels.

Another Great FIRST by
VEE-D-X

THE LAPOINTE-PLASCOMOLD CORPORATION—New Address—ROCKVILLE, CONNECTICUT

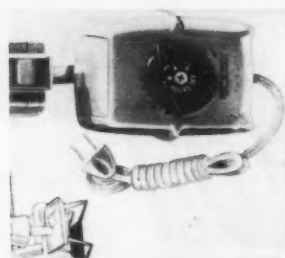
The Ultra Q-Tee is a most important development. It solves one of TV's most important technical as well as sales problems by combining both VHF and UHF (all channels 2-83) into a single antenna—using a single transmission line. And, most important to you as a dealer, it overcomes the present sales resistance attitude "I think I'll wait for UHF before I buy my new TV set". The Ultra Q-Tee also greatly simplifies installation—eliminates the need for two or more antennas and multiple transmission line and switches. Put the Ultra Q-Tee to work right NOW! —It will increase your sales and profits.

THE LAPOINTE-PLASCOMOLD CORP. EM-11
Rockville, Connecticut

Gentlemen:
Please send me literature and complete information on the new Ultra Q-Tee antenna.

Company Name _____
Address _____ Zone _____ State _____
City _____
Your Name _____
Name of your Jobber _____

NEW PRODUCTS

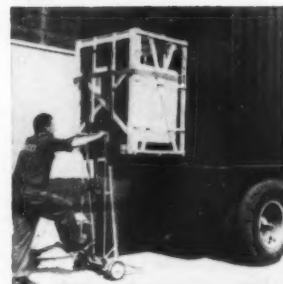


Heat-O-Matic, the nighttime, thermostat heat control has been redesigned, according to Automatic Controls Corp., Ann Arbor, Mich. The smaller, jewel-box type design, is said to produce same results as the more expensive clock type thermostats which automatically turn heat up in morning and down at night; no electrical connections between present thermostat and Heat-O-Matic is required. It fastens by a uniform bracket below the thermostat by means of the cover screw or by fastening to wall. A 6-ft. cord is connected to nearest electric outlet. Can be set to turn heat down at any hour and to turn it back up from 1 to 10 hrs., later.



Royal Electric Co., Inc., Pawtucket, R. I., announces a new line of "Powr-Kord" heavy-duty extension cords of types S and SJ, rubber jacketed service cord for use with power tools, lawn mowers, hedge clippers, floor polishers, etc. Features molded on rubber caps and connectors with built-in strain reliefs.

Equipment For the Dealer



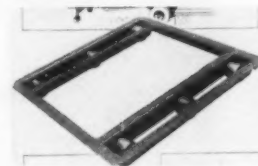
GRAND Appliance Caddy

Allied Mfg. & Sales Co.,
201 N. Wells St.
Chicago, 6, Ill.

Device: No. 5040 Grand Appliance Caddy, designed to move and lift refrigerators, ranges and other heavy equipment.

Features: One man can load or unload delivery truck with hand or foot operated hydraulic lift which is built into frame of a sturdy 2-wheel

hand truck; hydraulic mechanisms has 4-speed control which matches lifting speed to the load—when unloading a delivery truck, the empty pallet may be raised to tail-gate height with only 12 strokes of lever; rated at 500 lbs. it has a lifting height of 54 in.; a web safety sling is standard equipment.



ACE Pallet Roller

Frank L. Robinson Co.,
Latham Sq. Bldg.
Oakland, 12, Calif.

Device: Ace "Stevadore King" roller. Features: Designed to move a loaded pallet forward or backward; "King Size" rolls are heavy gauge, large diameter, with crowned ends for free rolling and floor protection; heavy duty, fully lubricated bearings; welded frame of high tensile strength steel.



BLACK & DECKER Sander

The Black & Decker Mfg. Co.,
Towson, 4, Md.

Device: Portable electric sander No. 44.

Features: Suitable for refinishing furniture, window sills, trim work, wall board or plaster wall joints etc.; king-size bottom plate extends beyond body of tool, permitting sanding in close quarters; knob handle can be put either side or front of housing; switch handle located close to base for maximum control; paper holder eliminates need for screwdriver; has sanding surface of 3 1/2 x 9 in.; weighs 5 1/2 lb.; instant-release trigger switch can be locked in "on" position for continuous sanding; each tool comes with 2 sheets of coarse, medium and fine paper.

PORCELENE

Porcelene Inc.,
Sheboygan, Wis.

Device: Porcelene, a plastic-based filler for repairing damaged porcelain surfaces.

Features: Removes chipped spots in porcelain surfaces on refrigerators, ranges, washers, ironers, freezers, sinks and tabletops; will not discolor.

**Get Ready For The Biggest, Merriest
Selling Season Of Them All!**

CAMFIELD'S CHRISTMAS CAMPAIGN Really Means Business —For You!

**... Across The Nation — In Every Major Market ...
Hard-Hitting Camfield Ads Are Promoting The Camfield
"Profit Twins" As The Ideal Gifts For Christmas!**

Look!

**CAMFIELD'S
HOLIDAY ADVERTISING BLANKETS THE
NATION WITH ADS IN THESE GREAT
PUBLICATIONS!—TOTAL CIRCULATION
OF OVER 55 MILLION!**

NATIONAL MAGAZINES

Saturday Evening Post • Life • Better
Homes And Gardens!

SUNDAY MAGAZINE SECTIONS IN—

Atlanta • Baltimore • Boston • Buffalo
Chicago • Cincinnati • Cleveland
Des Moines • Detroit • Houston
Indianapolis • Los Angeles • Mil-
waukee • Minneapolis • New Orleans
New York • Philadelphia • Pittsburgh
Providence • St. Louis • St. Paul
Seattle • Washington, D. C.

"THIS WEEK" SECTIONS IN—

Baltimore • Birmingham • Boston
Charlotte • Chicago • Cincinnati
Cleveland • Dallas • Des Moines
Detroit • Houston • Indianapolis
Jacksonville • Los Angeles • Memphis
Miami • Milwaukee • Minneapolis
New Orleans • New York • Phila-
delphia • Phoenix • Pittsburgh
Portland • Providence • Richmond
Rochester • St. Louis • Salt Lake City
San Francisco • Spokane • Wash-
ington, D. C.

"AMERICAN WEEKLY" SECTIONS IN—

Albany • Baltimore • Boston • Buffalo
Chicago • Cincinnati • Cleveland
Detroit • Los Angeles • Miami
Milwaukee • New Orleans • New
York • Philadelphia • Pittsburgh
Portland • St. Louis • St. Paul • San
Antonio • San Francisco • Seattle
Syracuse • Washington, D. C.



CAMFIELD

AUTOMATIC COFFEE MAKER

● Thanks to the lessening of restrictions on cop-
per, this KING of coffee makers is now being pro-
duced in greater volume—to help you meet the big
Christmas gift demand! Fast and accurate, the
Camfield Coffee Maker brews a lot or a little *auto-
matically*—signals when ready—keeps coffee piping
hot for hours! Finished in lustrous mirror chrome!



CAMFIELD

AUTOMATIC TOASTER

● The Camfield Toaster is the world's most
convenient—the only toaster with handy twin
controls that make operation easy from either
side of the table! Offers every member of the
family the toast of his choice—light, medium or
dark! Perfect for giving—or getting! Feature it
with confidence, it will really bring in the holi-
day gift business for you!

— Order Early! MAIL COUPON TODAY! —

CAMFIELD MANUFACTURING CO.
Grand Haven, Michigan

Gentlemen:

I want to take advantage of the big
holiday advertising and promotion for
Camfield's famous Automatic Toasters
and/or Coffee Makers.

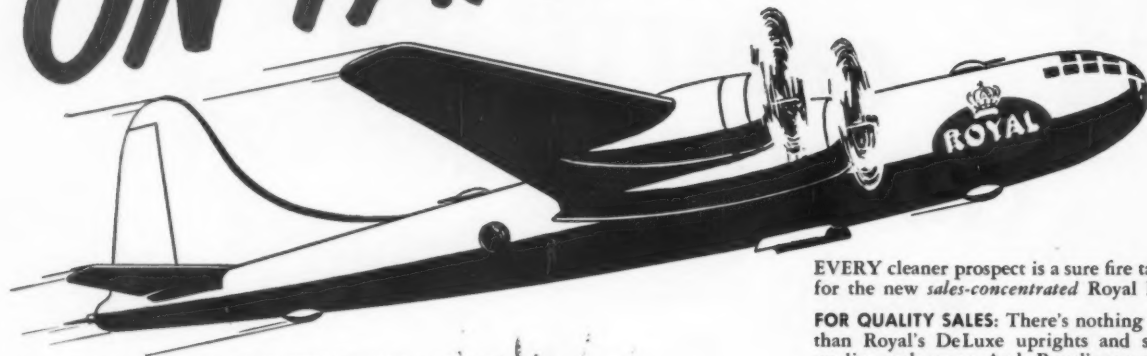
Please rush _____ Coffee Makers and
Toasters through my distributor:

NAME _____

STREET _____

CITY, ZONE, STATE _____

ON TARGET!



EVERY cleaner prospect is a sure fire target for the new sales-concentrated Royal Line.

FOR QUALITY SALES: There's nothing finer than Royal's DeLuxe uprights and super quality tank types. And; Royal's top-o-the-line upright now has convenient toss-out bags at no extra cost.

FOR TRAFFIC BUILDING SALES: There's a choice of cylinder and upright types, with top quality on one side, mass market volume on the other.

FOR PRICE SALES: Where customers "talk turkey" on price, Royal hits the target again with both upright and tank cleaners.

FOR SPECIALTY SALES: You just can't beat the Royal motor-driven-brush hand cleaner for special sales-appeal. It has a million uses for which it is unmatched in convenience and performance.

FOR PROFIT SALES: You are always right with the Royal line, because it is pre-set ON TARGET when you stock it, bracketing all essential demands. Customers never need walk out on this "across-the-board" coverage. That's what we mean by "Sales-Concentrated".

Price
Sales

Specialty
Sales

Profit
Sales

Traffic
Building
Sales

Quality
Sales

ROYAL VACUUM CLEANER COMPANY, Cleveland 8, Ohio

HERE'S THE ROYAL SALES-CONCENTRATED LINE

TWO Upright Cleaners

Zipper retainer with "Toss-out" bags

TWO Tank-Type Cleaners

No dust-dumping with "Toss-out" bags

Complete with attachment kits

ONE Hand Cleaner

with motor-driven-brush

Since 1905
ROYAL
leads the world for value



ANDREA TV Sets

Andrea Radio Corp.,
2701 Bridge Plaza No.,
Long Island City, 1, N. Y.

Models: 5 new Andrea TV sets.

Selling Features: All models feature "Fringemaster tuner" for good local and fringe area reception; complete coverage of UHF with factory installed continuous UHF tuner or VHF only with provision for adding strips or complete tuner later; every receiver has AM radio; 21-in. rectangular "eye ease" tubes; decorator-designed wood cabinets.

Carlton, a 21 in. table model in mahogany or blond cabinet; phono connections for easy attachment of all-speed record players; 7-in. speaker; 22 tubes, 3 rectifiers and 2 diode crystals.



Claremont open face console has a 7 in. speaker; mahogany or blonde.

Drake has a full-door contemporary console cabinet. Britany, full-door authentic French Provincial console in walnut only.

Victoria, a full door contemporary, 3-way combination has a 3-speed record player in addition to AM radio and 21-in. tube. Available in mahogany or blonde.



WESTINGHOUSE TV Sets

Westinghouse Electric Corp.,
Television-Radio Div.,
Sunbury, Penna.

Models: 5 new TV receivers—

NEW PRODUCTS . . TV and RADIO

Prescott, Clayton, Barrington Warfield and Laurelton.

Selling Features: All models equipped with automatic "Local-fringe" control which automatically adjusts receiver for best possible reception.

3 21-in. models—Prescott, Clayton and Barrington, designed for non-UHF areas. Prescott is a 21-in. table model with plectone simulated leather finish. Clayton, table model with mahogany finish. Barrington model console with mahogany finish.

Warfield and Laurelton, are modern style combinations featuring 21-in. TV, AM-FM radio and 3-speed record player. Warfield in mahogany and Laurelton, blonde.



HALLICRAFTERS TV Sets

The Hallicrafters Co.,
4401 W. Fifth Ave.,
Chicago, 24, Ill.

Models: Two new table models 1056 and 1053 featuring a new "telecart" and a 17 in. console No. 1052, a 21 in. console, No. 1063 and a 27-in. console No. 1067.

Selling Features: "Telecart" provides mobile television, a finely styled tea-table in mahogany or blond finish with extra-large casters for easy movement; designed to accommodate any of the company's table sets, can be used with matching cabinets or as a base for their low-priced ebony plastic table model.

No. 1056, 21-in. model features new deluxe low heat chassis with a new smoky black control panel; in addition to regular controls, vertical and horizontal hold adjustments may be made from front of set.

No. 1053, features a 21-in. screen in a modern mahogany cabinet.

Model 1052, features low heat chassis, a mahogany plastic cabi-



net and 17-in. screen; set can be used as a table model or with base which costs \$19.95 extra.

No. 1063 features deluxe chassis, 21-in. screen and cabinet with 3 doors; 18th Century mahogany finish.

No. 1067, big screen entry in its new line has a 27-in. screen; mahogany or blond cabinet.



SYLVANIA TV Set

Sylvania Electric Products Inc.,
Radio & TV Div.,
254 Rano St.,
Buffalo, N. Y.

Model: Huntington console.

Selling Features: 21-in. console has the HaloLight—a border of light that surrounds picture screen for better viewing comfort—plus Stratopower "508" chassis; available with built-in UHF reception. Mahogany 176-M or blonde 176B cabinet.



FADA TV Sets

Fada Radio & Electric Co., Inc.,
Belleville, N. Y.

Models: Two new lines of TV receivers: President series and Imperial series.

Selling Features: Low-end line President series features 6 models in 17- and 21-in. screen sizes; the deluxe line, Imperial, features 14 TV sets in screen sizes from 17 to 24-in. All models have Fada's new turret type tuner with Cascade RF Amplifier; all models, mahogany or blonde mahogany.

Imperial series feature Fada's "Power-Plus" control providing good performance in remote fringe areas; continuously variable tone control; Potomac, 21T, shown features "Rite-Tone" sound with fully adjustable tone control; removable glass front for easy cleaning of picture tube; new slanted cylindrical

picture tube and picture window eliminates reflections from room lights.



ZENITH TV Consoles

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: New 21-in. TV consoles.

Selling Features: Kensington, No. K2262R has a reflection-proof, cylindrical picture tube "super-automatic" station selector with Cascade booster; new "K-53" chassis with Blaxide "black" tube; full-focus picture over entire screen area; fringe-lock circuit for picture stability even in remote "fringe" areas; connected for phonevision; built-in provision for adding UHF, no additional UHF tuner or external converter needed; built-in Picturemagnet antenna; Super-Sensitive FM sound; LazyBones remote control optional; gated Beam sound stabilizer; radionic tone control; automatic 1-knob tuning; Zenith-built 10-in. speaker; V-beam tuning knob mahogany veneers cabinet, "Dark Dover" drop door pulls.



ZENITH Clock-Radios

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: 3 new multi-purpose clock radios—the standard clock radio available in walnut or ebony plastic; the deluxe model with "sleep switch" and appliance outlet in 5 fashion-keyed colors and the new Super Deluxe clock radio.

Selling Features: No. K515Y shown has Long Distance AM; Consol-tone; 4-in. acoustically centered speaker; superhet circuit; avc; Wavemagnet antenna built-in; Telechron clock with luminescent hour and minute hands; radio control switch located on clock dial, turns radio on and off, controls radio alarm; set alarm button for setting "turn-on" time for radio; a.c. only; ebony plastic cabinet, new-style grille with tuning and clock dials trimmed in "Roman gold". Also available in walnut plastic as model K515.

This POWERHOUSE SALES CAMPAIGN

helps you capture more
space heating dollars!



**Big PROFIT-MAKER dealer kit . . .
plus heavy national advertising . . .**

**SELLS AUTOMATIC HEAT . . .
GETS AUTOMATIC SALES**

Here's everything you need to help you sell A-P's new automatic heat control. A big, free kit of powerful salesmaking tools that brings in traffic . . . builds profits. What's more, it helps clinch big-ticket sales of famous brand space heaters.

Spot the display kit at key traffic points. Use the mailers, newspaper ads, radio and TV spot announcements and point-of-sale pieces to identify your store as headquarters for space heater comfort. Take advantage of the barrage of reader impressions in big national magazines. There's a big selling season ahead. Get your share of sales and profits. For complete details, ask your distributor or write



The new A-P Comfort Control provides all the luxury of automatic, dial-controlled heat. Eliminates wiring and thermostats.

A-P CONTROLS CORPORATION
(formerly Automatic Products Company)

2400 N. 32nd Street, Milwaukee 45, Wis. • In Canada: A-P Controls Corporation Ltd., Cooksville, Ont.

NEW PRODUCTS . . . RADIO

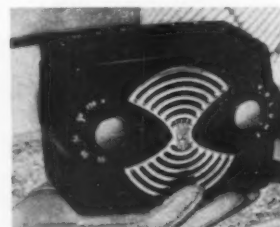


ZENITH Radios

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

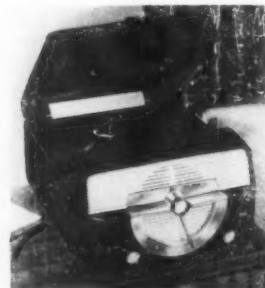
Models: 21 new Zenith radios in 1953 line.

Selling Features: Line ranges from a miniature a.c.-d.c. set "The Crest", and a Personal portable to an FM-AM radio-phono console.



"The Crest" No. K412Y, a.c.-d.c. midget for home and travel has standard broadcast reception; super-powered Console-tone creates full tone quality of bigger sets; Alnico speakers; pin-point tuning; avc; "Hand-Tenna" built into handle; flannel carrying bag; detachable cord similar to those found on shavers; maroon, grey ebony or ivory plastic cabinet finished front and back.

Portable "Personal" No. K401R, a midget battery-operated receiver has special high-low power control switch which may be set at "low" for local stations and "high" for fringe area reception to give up to 10 times the battery life of ordinary portables; may be operated on one 67½-volt "B" battery and three "D" cells; end tuning knobs for quick, easy tuning from front or back; clear-view revolving dial; instantaneous operation; avc; loop antenna with iron core built in; available in maroon, grey, ebony, ivory with protective overlay of clear plastic.

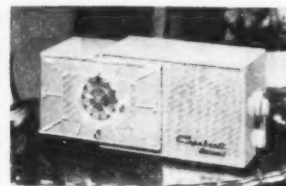


"Malabar" No. K666 table radio-phono has long distance AM

reception; super-powered Console-tone; superhet circuit; broad range tone control; 7½ in. Alnico speaker; Zenith Dialspeaker combines dial and speaker into single unit; Cobra-Matic variable speed record player plays 3 standard speeds and new speed, 16 rpm; also old-time records; automatically changes 12 7-in. or 10-in. records, or 12 12-in. records; maroon plastic modern cabinet; "Roman gold" dial and knob inserts with silver-color grille.

At other end of line is the Bridgeport, deluxe FM-AM radio-phono in blond-cabinet with full-length doors, featuring Zenith's super-sensitive FM, Long Distance AM and Cobra-Matic changer.

Other radio-phono combinations incorporating same basic features as Bridgeport are the Kimberley and the Bradford in mahogany or walnut finishes.

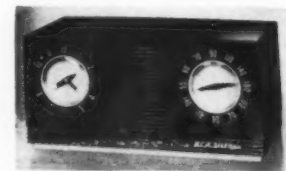


CAPEHART Clock-Radio

Capehart-Farnsworth Corp.,
Fort Wayne, Ind.

Model: Capehart "Deluxe 6" clock-radio No. TC-62.

Selling Features: Plastic cabinet available in sage green, gray blue, burgundy, ivory and ebony; face has been redesigned for "at-a-glance" reading; in appearance same as the TC-20; improved by addition of tubes to increase sensitivity an enrich tonal qualities; selectivity has also been increased to avoid station overlap.



RCA VICTOR Clock-Radio

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Device: RCA Victor clock-radio, No. 20521.

Selling Features: Turns itself off at night and on in morning; 3 control buttons on face of clock regulates alarm, sets radio to start or stop automatically at any desired time; outlet at rear of set provides for automatically regulating an extra appliance such as lamp, coffee percolator etc.; available in maroon, ivory or white finish.

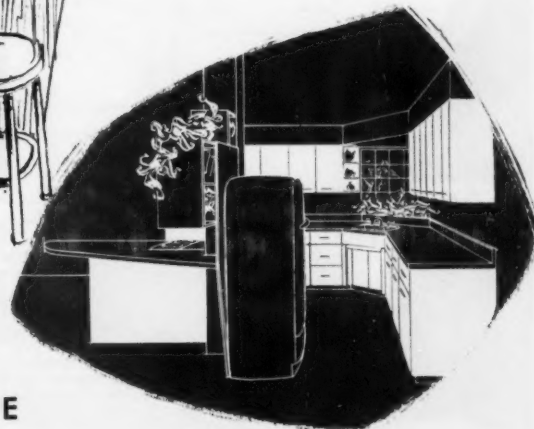
3 reasons why *Harrison* is a

KITCHEN DEALER LINE

of Steel
Cabinets



The illustration consists entirely of Harrison Standard Cabinets



HARRISON IS A **complete** LINE

all the cabinets...all the accessories...all the gadgets needed for any kitchen job!

- Colors and wood grain finishes
- Standard cabinet sizes 12" to 72"
- Custom units made to measure

HARRISON IS A **quality** LINE

contemporary design...superior construction and finish demanded for luxury kitchens!

- One-third heavier weight steel
- Radius edges Nylon roller drawers
- Spring hinges Sound insulation

HARRISON IS A **competitive** LINE

the deluxe custom-type features required for modern interiors...at standard prices!

- Priced for middle-income bracket
- Special-purpose units standard priced
- STANDARD cabinets in COLORS

Harrison STEEL CABINET COMPANY
4718 W. FIFTH AVENUE • CHICAGO 44, ILLINOIS

AVAILABLE IN THESE COLORS and GRAINS

sunrise pink	natural oak
spring yellow	umber oak
elf green	natural birch
bonnie blue	knotty pine
mist grey	colonial maple
favorite white	grey oak

SEND THIS COUPON NOW!

Harrison Steel Cabinet Co.
4718 West Fifth Ave.
Chicago 44, Ill.

Please send more information on HARRISON steel kitchens to:

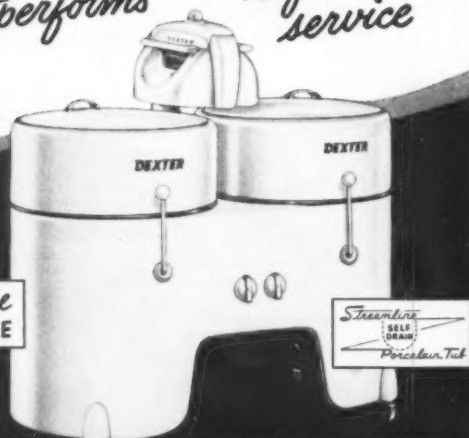
Name _____
Company _____
Street _____
City _____

2 Reasons why

You'll Make More Dollars with Dexter!

1. The Dexter outperforms
2. Dexter requires less service

**Lifetime
GUARANTEE**



Super-De Luxe Model 529E

The exclusive Dexter TWIN-A-MATIC Super-De Luxe model 529E (with Dexter's own exclusive wringer). America's finest washer.



"During the past several years I've found Dexter sales snowball into greater and greater dollar volume. Every new user has told friends and neighbors about the Twin-A-Matic . . . how it outperforms all other washers including automatics, and how it requires practically no service. This word of mouth advertising really brings in the business. Many prospects are sold on the Twin-A-Matic before they walk in the door. There's no great secret to making money in this business. When you're a Dexter dealer, happy customers and higher net profits just naturally go together."

(signed)
Elmer J. Lack
LACK APPLIANCE CO.
DAVENPORT, IOWA

More Satisfied Customers!

Higher Net Profits!

DEXTER

PIONEERS

WASHDAY ENGINEERS FOR 58 YEARS!

THE DEXTER COMPANY, FAIRFIELD, IOWA



NEW PRODUCTS . . . Radio-Phonos



RCA VICTOR Clock-Radio

RCA-Victor Div.,
Radio Corp. of America,
Camden, N. J.

Model: RCA Victor "Personal" clock-radio No. 2C511.

Selling Features: Designed with clock numerals and radio frequency numerals combined in one dial; overall dimensions 5½ in. high, 3½ in. deep and 8 in. wide; tells time, provides standard-band radio reception, turns programs on and off automatically, and sounds an alarm if desired. Available in black and gray as model 2C511, in ivory as 2C512, red in 2C513 and two tones of beige as 2C514.

tery; 3-gang condenser; "Golden Throat" balanced tone system; slide-rule tuner, full-vision dial, easy-to-read red-line pointer; fool-proof changeover from battery to a.c.-d.c.—same plug must be used for both battery and house-current, preventing accidental drain on battery when set is operated on a.c. or d.c. dove-grey plastic cabinet, with metallic trim; deluxe top-grain leather handle.



PHONOLA photo

Waters Conley Co.,
Rochester, Minn.

Model: Phonola TK-139T phonograph.

Selling Features: 3-speeds; plays all size records; combines compactness with full range tone quality; features new patented turntable features especially adapted for 45 rpm; 2-tube amplifier, including rectifier; large heavy duty Alnico V speaker; full range tone and volume controls; wood case; linen leatherette covered in green and tan with white piping.



WESTINGHOUSE Portable Radio

Westinghouse Electric Corp.,
Television-Radio Div.,
Sunbury, Penna.

Model: Personal Portable No. 373P4 battery operated radio.

Selling Features: Can be adapted for a.c. operation with addition of Westinghouse power cord; weighs less than 3 lbs.; 7½ in. wide; 4 tubes, mottled brown cabinet, also available in red or beige.



MITCHELL Portable Photo

Mitchell Mfg. Co., 2525 Clybourn
Ave., Chicago, Ill.

Model: Mitchell 3-speed portable photo No. 1265.

Selling Features: Self-contained in a 2-tone brown and beige leatherette case; turntable accommodates all records in 7-, 10- or 12-in. sizes; 3-speed phono motor controlled by convenient selector dial to operate at 33½, 45 and 78 rpm speeds; balanced pickup arm and cartridge complete with osmium tipped needle provides perfect tracking for all records; snap socket pickup arm-rest holds arm securely for safe handling and carrying; audio amplifier, Alnico PM speaker contained inside case; 12 in. long, 11 in. wide, 5½ in. deep; 105-125 volts 60 cycle a.c.



RCA-VICTOR Radio

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Model: Globe Trotter portable radio No. 2BX63.

Selling Features: 3-way operation on a.c.-d.c. or self-contained bat-

You'll clean up with the November Companion



It's timely . . . it's in

Woman's Home **COMPANION**
CURRENT CIRCULATION OVER 4,250,000

Check the November issue for the many appliances featured in "'Tis The Month Before Christmas" and "112 Exciting Gifts For Easy Armchair Shopping." Then quote the COMPANION for the easiest sales you ever made. You're bound to clean up, because the COMPANION'S big reader traffic means big store traffic too!

The Crowell-Collier Publishing Company—Publishers of Collier's, The American Magazine, Woman's Home Companion

ALREADY PRE-SOLD

Get a running start by featuring electrical appliances advertised in the COMPANION. Check below the merchandise that you carry—then cash in on the COMPANION'S No. 1 editorial boost!

Admiral Dual-Temp Refrigerator
Air-Way Sanitizer Vacuum Cleaner
Bendix Automatic Dryers, Washers & Ironers
Broil-Quik Chef
Cadillac Cylinder Vacuum Cleaner
Casco Steam and Dry Iron
Domestic Sewmachines
Farberware Percolator Robot
Filter Queen
Frigidaire Refrigerator
Frigidaire Electric Ranges
Frigidaire Automatic Washer
Frigidaire Filtra-matic Dryer
General Electric Steam and Dry Iron
General Electric Visualizer Iron
General Electric Washers and Ironers
General Mills Automatic Toaster
General Mills Steam Ironing Attachment
General Mills Tru-Heat Iron
Hollywood Combination Broiler-Grill
In-Sink-Erator Electric Food Waste Disposer
Lewyt Vacuum Cleaner
Mirro-matic Electric Percolator
Odor-Master Electric Deodorizer
Osterizer Liquefier and Blender
Presto Vapor-Steam Iron
Presto Automatic Deep-Fryer
Silex Steam Iron
Sunbeam Mixmaster
Sunbeam Toaster
Universal Coffeematic
Universal Cook-a-matic
Universal Stroke-Sav-r Iron
Westclox Electric Clocks
White Sewing Machines
Youngtown Kitchens
Automatic Dishwasher
Youngtown Kitchens Electric Sink

Yes...the ladies love it!

New L&H 30-inch Lectro-Host Electric Range with the Man- Sized Oven

If there were an opening in back, a grown man could easily crawl through the "king size" oven of this new L & H Lectro-Host Electric Range. This mammoth oven (big enough for ten two-pound loaves of bread at a time), plus compact space-saving design and a host of sales-producing features, is winning enthusiastic acceptance for this popular new model wherever shown. Get the facts about it today.

No. 5830-D Deluxe 30" Automatic Electric Range



See your L&H distributor Now or write direct to

A. J. LINDEMANN & HOVERSON CO. • MILWAUKEE 15, WISCONSIN
ELECTRIC RANGES • WATER HEATERS • REFRIGERATORS • FREEZERS
EXPORT: S. F. Appliances, Ltd., Ridgefield, N. J., U.S.A.

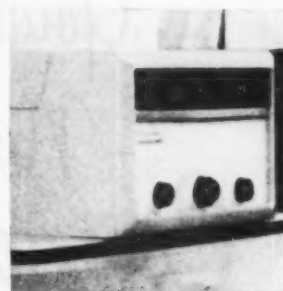


Features your customers are looking for...

- Extra-large oven, 23 in. wide, 19 1/4 in. deep, 15 in. high.
- Requires only 30 x 25 in. floor space.
- Four Monotube Surface Units, 7 heat switches.
- Automatic Time and Temperature Controls, Interval Timer.
- Smokeless Broiler.



NEW PRODUCTS



ROLAND Radios

Roland Radio Corp.,
Mt. Vernon, N. Y.

Models: Complete line of table radios from a 4-tube hank set to an AM-FM radio-phono combination.

Selling Features: No. 4T1, 4-tube a.c.-d.c. superhet has hank antenna. 4T2, 4-tube a.c.-d.c. superhet has loop antenna. 5T1 has 5 tube a.c.-d.c. superhet with ferrite loop, full avc. 5T2, 5-tube deluxe with ferrite loop. 6T1, 6-tube tuned RF stage; ferrite loop; 3 gang condenser. 8TF1, AM-FM, full AVC, 2 antennas. 4P1, battery portable; ferrite loop; avc; leatherette case. 5P1, a.c.-d.c. battery portable with ferrite loop. 6P1, deluxe a.c.-d.c. battery portable with ferrite loop. 5C1, a.c. superhet; avc; 4-tubes plus rectifier. 5C2, clock-radio with appliance outlet, lullaby switch and luminous dial. 5X1, radio-phono combination; Collaro automatic changer; magnetic pickup. 8XF1, AM-FM radio-phono with automatic changer. 8XF2, AM-FM radio-phono combination with Collaro automatic changer. 10TF1, 10-tube, AM-FM table model with twin speakers, full a.c. circuit; tuned RF.

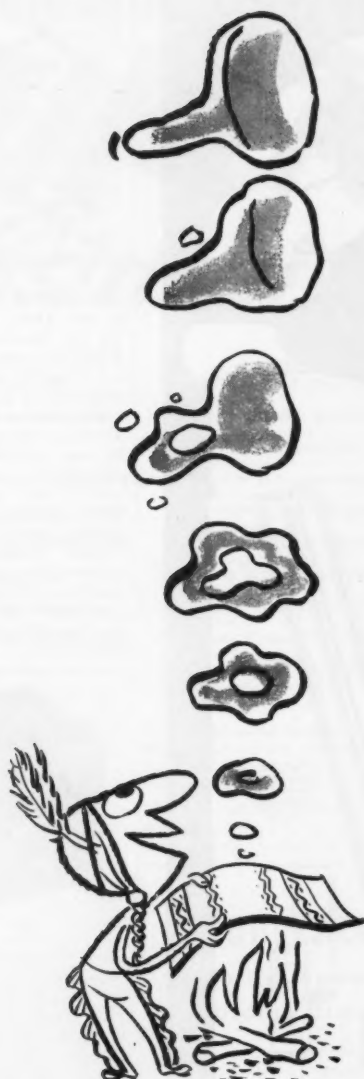


SHURA-TONE Phonos

Shura-Tone Products Inc.,
440 Adelphi St.,
Brooklyn, 17, N. Y.

Device: New line of Howdy-Doody phonos includes UAP portable.

Selling Features: Has same solid wood "treasure chest" designed case as amplified models B and C, covered with washable plastic material printed in 4-color drawings of all Howdy-Doody TV show characters; 7 1/2 x 12 1/2 x 10 1/2 in.; weighs 6 1/2 lbs.



YOU CAN BE **SURE**...IF IT'S
Westinghouse

Winter Paleface Come. Up Go Westinghouse Sun Lamp Sales You Make Much Wampum.

THEY READ. So will you when you see the gorgeous tanned beauty in the full-color, full-page Westinghouse Sun Lamp ad come December 8th LIFE.

THEY WANT. And no wonder. The special Clip-on Sun Lamp Holder is being offered for only 35¢ with a Westinghouse Sun Lamp carton top. They mail it to us. You just make profit.

THEY BUY. Just watch. Stick this colorful 11 x 14 card on a display of Westinghouse Sun Lamps. It'll stop palefaces like an ambush.



Don't get caught off the profit-path. Return this coupon now!

WESTINGHOUSE LAMP DIVISION
BLOOMFIELD, N. J.

- ☐ Yes, I want the Sun Lamp Display Material
☐ Yes, I am interested in handling Westinghouse Sun Lamps

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

You can Judge
NICHROME*
by the manufacturers
who use it!



CUTLER-HAMMER

Electric Heating Units

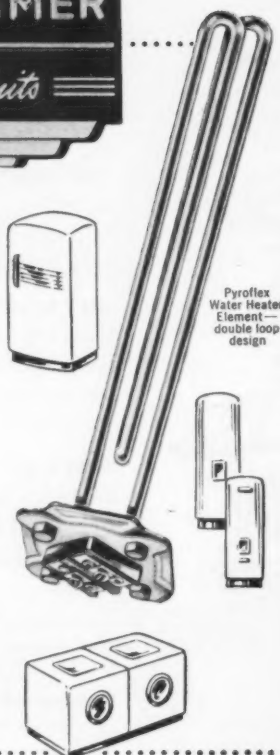
C-H

Cutler-Hammer Pyroflex Heating Units are made for every type of domestic appliance employing electrical heat.

The variety of shapes into which Pyroflex heaters can be formed is limitless. Thus manufacturers of water heaters, clothes dryers, clothes washers, air heaters, dishwashers, range ovens, automatically-defrosting refrigerators, and many other appliances can obtain heating elements tailor-made to meet their specific needs... elements shaped exactly as desired, delivering exactly the wattage required.

And Cutler-Hammer makes sure of durability, dependability, and top-notch performance in its heating units by specifying Nichrome—the superb heat- and corrosion-resistant alloy that is the very heart of good electrical appliances everywhere. Pyroflex units made with Nichrome deliver a lifetime of trouble-free operation.

You can do no better than profit by the judgment of Cutler-Hammer, and insist upon Nichrome heating elements in all the electrically heated appliances you handle. Time-proven Nichrome, you'll find, provides a plus value for retailer and consumer alike... assures a host of satisfied customers that stay sold.



Pyroflex
Water Heater
Element—
double loop
design



Nichrome® is produced only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.

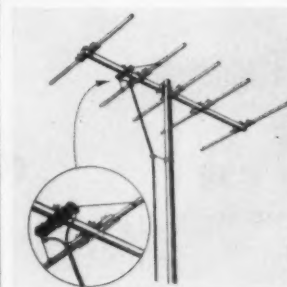


*T.M. REG. U. S. PAT. OFF.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

NEW PRODUCTS

TV Briefs



A new line of low-cost yagis known as the "Delta" line is announced by La Pointe-Plascomold Corp., Rockville, Conn. The line includes a 5, 8 and 12 element yagi and incorporates a new Delta matching system which will replace the standard driven element of the Vee-D-X JC yagi; provides exact 300 ohm termination. Developed to supplement the regular line of Vee-D-X yagis due to demand for continually lower cost antennas, the "Delta" features all aluminum lightweight, pre-assembled construction, high gain 5-element performance, 6 mc band width, excellent front to back ratio and the new delta match.



Blonder-Tongue Laboratories Inc., Westfield, N. J., announces a new automatic B-T booster No. HA-3. This 3-stage TV amplifier will deliver gain in excess of 18 db over all channels. Features a new low-noise circuit. Will provide good reception in fringe and weak signal areas and is also recommended for use in installations where only an indoor antenna is permitted.

A new high fidelity FM-AM tuner for custom installations is announced by The Radio Craftsmen Inc., 4401 N. Ravenswood, Chicago, Ill. Model C800 has a total complement of 15 tubes, a double shadow tuning eye, front panel control for AFC cut out when tuning weak stations, and continuously variable bass and treble controls.

A new "Tuner-Kleen'r", which perpetually cleans rotating and stationary contact points for improved reception has been introduced by Conrac, Inc., 649 W. Foothill Blvd., Glendora, Calif. Consists of a plastic back covered by nylon, which is impregnated with a special cleaning agent.

A Welcome to New **EUREKA** Distributors



BRUNO-NEW YORK, INC.
New York
T. A. O'LOUGHLIN & CO., INC.
Newark
PEIRCE-PHELPS, INC.
Philadelphia
STRONG, CARLISLE, HAMMOND & CO.
Cleveland
RCA VICTOR DISTRIBUTING CORP.
Buffalo
RCA VICTOR DISTRIBUTING CORP.
Kansas City
HORN & COX, INC.
Los Angeles
W. J. LANCASTER COMPANY
San Francisco
AUTOMATIC DISTRIBUTING CORP.
Houston
STATE DISTRIBUTING COMPANY
Jacksonville

GOLD—"E" DISTRIBUTING CO.
San Diego
MID-ATLANTIC APPLIANCE DISTRIBUTORS
Washington D. C.
DUVAL DISTRIBUTING CO.
Richmond
GRIFFITH DISTRIBUTING CORP.
Indianapolis
GRIFFITH DISTRIBUTING CORP.
Cincinnati
ALL STATES DISTRIBUTORS
Boston
THE EASTERN COMPANY
Providence
LONE STAR WHOLESALERS, INC.
Dallas
BRIGHTMAN DISTRIBUTING CO.
St. Louis
ELECTRICAL EQUIPMENT CO.
Phoenix

555 INCORPORATED
Little Rock
A. A. SCHNEIDERHAHN
Des Moines
WILLIAMS, INC.
Peoria
SUN ELECTRIC COMPANY
Abilene
KILE-JACOBS, INC.
Wilkes-Barre
DORRANCE SUPPLY CO.
Youngstown
KEMP EQUIPMENT CO.
Rochester
ROSKIN BROTHERS, INC.
Albany
APPLIANCES, INC.
Atlanta

BOMAR APPLIANCES
Knoxville
OLYMPIC OF ALABAMA
Birmingham
COOK APPLIANCES, INC.
Minneapolis
THE SUTCLIFFE CO., INC.
Louisville
VOGEL DISTRIBUTORS, INC.
Columbus
ELECTRIC SALES & APPLIANCES, INC.
Miami
SPICOLA APPLIANCE COMPANY, INC.
Tampa
LEO MAXWELL CO.
Oklahoma City

Since July...thirty-seven powerful new distributors for Eureka vacuum cleaners! Major distributors with the facilities, organization, and "know-how" that have made them "tops" for top-line appliances.

We're proud to welcome these master merchandisers to Eureka. They bring us distribution leadership in their territories—they offer aggressive sales-assistance programs that guarantee Eureka dealer profits!

Eureka, in turn, offers these distributors ALL the success factors. Products packed with features—low price to eliminate sales resistance—hard-hitting local sales promotions backed by tremendous national advertising in mass-circulation magazines.

Superior distributors, product, promotion—it all adds up to an unbeatable team!

Congratulations, Peirce-Phelps, PHILADELPHIA on the opening of America's largest Distributing Plant!



Success story supreme...in the form of eleven acres of the most modern appliance center in the nation! Our compliments to Peirce-Phelps of Philadelphia—they've shown the appliance world what can be done with the combination of gray matter and elbow grease. Made their start back in '26...and now, 26 years later,

their newly-constructed 225,000-square-foot of office building and warehouse stands as vital proof of their aggressive, progressive merchandising policy.

Peirce-Phelps, top-line appliance distributor...and we couldn't be more pleased!

EUREKA Roto-Matic *swivel-top cleaner*

Sensation of the industry! Every wanted feature including exclusive Attach-O-Matic Clip-on Tools—only \$69.95 complete—\$20 to \$30 below market. FULL PROFIT to you!



EUREKA Automatic

Favorite of the experienced housewife. Finest cleaner ever built for floor coverings. Does all 3 cleaning jobs—rugs, dusting, and floor waxing-polishing.



Write, Wire, or 'Phone

Eureka Division

EUREKA WILLIAMS CORPORATION BLOOMINGTON, ILLINOIS

2 out of 3 HOUSEHOLD REFRIGERATOR MANUFACTURERS USE **Tecumseh** HERMETICS AS STANDARD EQUIPMENT

Low initial cost, quiet operation, compactness of design and trouble-free operation, these are the reasons why manufacturers of household refrigerators, freezers, air conditioners, etc., use Tecumseh Hermetics in their products.

Here's how these facts about Tecumseh will help you sell your customers:

LOW INITIAL COST

is passed on in lower price refrigeration equipment or more "extras" at the same price.

QUIET OPERATION

assures customer satisfaction and builds up good will for you.

COMPACT DESIGN

allows more space for food storage, or smaller overall dimensions. Result . . . more refrigeration for the money.

LOW OPERATING COST

due to efficient design balancing compressor exactly to the installation. This factor also minimizes the necessity for service calls under warranty, saving money for both the customer and yourself.

For maximum customer satisfaction and more profits for you, look for the famous Tecumseh Compressors in the refrigeration products you sell!



TECUMSEH PRODUCTS

TECUMSEH, MICH.

Company

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.



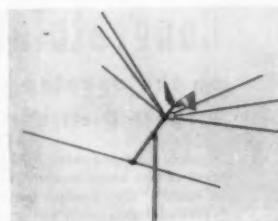
Illustrated above are the four basic hermetic compressors manufactured by Tecumseh.

NEW PRODUCTS . . . TV Briefs



Markel Electric Products, Inc., Buffalo, N. Y., announces that the new Pfan-Tone full range phono pickup is now available with the Markel "Playmaster" record changer. Designed by Pfanstiehl Chemical Co., for Markel 3-speed record changer that plays all records, both sides in proper sequence without turning them over, the pickup provides good tracking, permits wide range flat response, and low distortion over entire frequency range.

Easy-up Tower Co., Racine, Wis. announces the model 600 economy-priced tower of steel tube and rod construction, electrically welded, dip-galvanized 10-ft. sections; a new feature is the placement of extra-heavy cross-braces along one side of tower to serve as convenient ladder steps; "Rota-Tower" feature is retained; weighs approximately 1.3 lbs. per ft. of height. High-action base mounts at roof peak, on side slope, or vertical wall or flat room; will accommodate a motor rotator. However, an optional fitting known as the "Rota-Dapter" is provided where unusually heavy antenna arrays are to be installed with motor rotator.



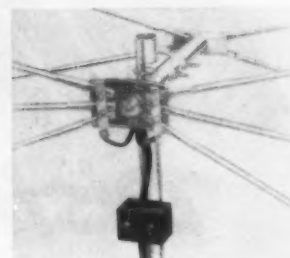
JFD announces a new line of UHF antennas. Included in the line are rhombics, single and stacked-V's, corner reflectors and a combination JeTenna-UHF antenna. The Jet 283 combines principles of the fan-front JeTenna with a broad band triangular dipole UHF antenna.

The broad band UHF Stacked-V antenna has a gain passing 12db.

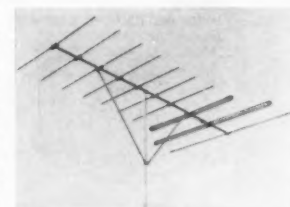
The corner-reflector offers up to 12 db in gain. The reflector grids with an included angle of 90 degs. are of solid aluminum; the triangular dipole elements are bent forward along their axis at same angle.

Tricraft Products Co., announces a new "Tenna-Boat" indoor antenna with indirect lighting from the cockpit of the boat which completely illuminates interior of boat.

A 7½ watt bulb switch and a 6ft. cord and plug are included with unit.



Rytel Electronics Mfg. Co., Inglewood, Calif. announces "Aim" a new product which is said to provide automatic impedance matching between the various types of antennas used and the leadline carrying the impulses from antenna to TV set. Aim matches the impedance difference automatically. Works on all antennas—for UHF, VHF and FM. Weighs only 8 oz. complete with U-clamp and 47 in. of Aim wire.



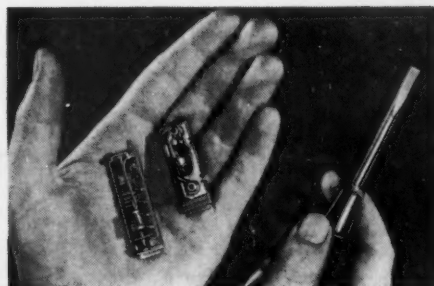
Channel Master Corp., Ellenville, N. Y. announces the development of a broad band yagi antenna that combines broad band coverage with the high gain and directivity of the conventional yagi. Called the Futuramic, it is a 10-element yagi which incorporates a twin-dipole system. The low band models perform with high gain and excellent directivity across as many as 4 of the 5 low band channels. The high band Futuramic performs clear across the entire high band. In addition, the high and low band Futuramic antennas can be tied together to give a sensitive high-low combination.

A new Tele-Matic 2-set coupler is announced by Tele-Matic Industries, Inc., 1 Joralemon St., Brooklyn, N. Y., known as model AM-62, Mini-Coupler. It features a 2-stage transformer for inductive coupling; has minimum inter-set coupling; requires no dummy load for single set operation; has screw terminals and is compact.

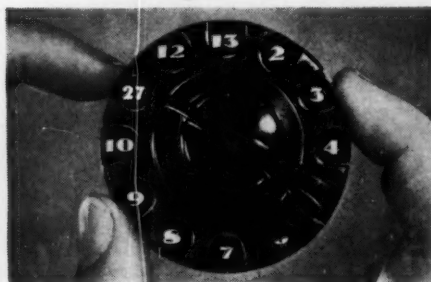
A low-loss, triple-circuit antenna selector is announced by Technical Appliance Corp., Shelburne, N. Y. Designed for selection at the receiver, of signals from any one of 3

2 Quick Steps and you're set for UHF

on any Panoramic Vision*
STROMBERG-CARLSON



1. Replace unused VHF coil tuning strip with UHF strip—without removing the chassis. A screw driver is your tool kit! (Stromberg-Carlson Panoramic Vision models have provision for up to six UHF replacement strips.)



2. Insert UHF channel number on new Channel Selector Dial. This you do with your finger tips! New Channel Selector Dial provides for the insertion of new UHF panel numbers at the point on the dial where the new station is to be received. Complete set of numbered inserts for UHF shipped with each instrument.

In any TV market you're right with Stromberg-Carlson!
Right with quick adaptability for UHF . . .

Right with proved superior performance even in difficult fringe areas . . .

Right with Panoramic Vision*—more picture visibility, wider viewing angle than any other 21" TV . . .

Right with models and prices for every taste and budget . . .

Right with a discount structure that gives you up to 5% more than standard discounts! For a big, profitable holiday business—



YORKSHIRES—421CDM2
21-inch
Chippendale console
in Honduras mahogany
veneers, curved doors.
\$479.50**

**Other
Panoramic Vision
models
from \$295.****

"There is nothing finer than a

STROMBERG-CARLSON®

Stromberg-Carlson Company, Rochester 3, N. Y.

*Patent applied for.
**Zone 1.
Includes excise tax.
Installation and warranty extra.

the *Big* name in Ironing Tables . . .

MET-L-TOP®

G.P.&F.



DOUBLE TOP

the
Complete line
with every wanted feature

"SIT OR STAND"



It's the best all-metal ironing table because it's easier to use, easier to operate (and easier to sell, too). Can be adjusted to personal height preference, from low of 26" to high of 35½" at the touch of a finger. Strong and sturdy. Automatic safety lock prevents accidental collapse. Established retail price, Model C-680

\$12⁹⁵

ADJUSTABLE (for stand-up ironing)



Quickly adjusts to seven different standing heights (31½" to 35½"). All-metal, welded and riveted construction—for a lifetime of service, satisfaction and convenience. Established retail price, Model A-606

\$9⁹⁵

NON-ADJUSTABLE

Has same features as adjustable model (above) excepting height control. Established retail price, Model P-600

\$8⁹⁵

PAD AND COVER SET

Of long-lasting Sanforized material, tailored to fit all MET-L-TOP models. Another profit item for you.

SLEEVE BOARD

For ironing sleeves, shoulders, infants' dresses, etc. All-metal, ventilated, fire-proof, warp-proof.

Manufactured by GEUDER, PAESCHKE & FREY CO., Milwaukee 1, Wisconsin



NEW PRODUCTS

TV BRIEFS

antennas; packaged ready for installation; a length of 300 ohm line is attached to common side of selector; screw-terminals are provided for connections to the 3 selector points; label on unit indicates corresponding selector points and terminals; housed in a metal case with mounting facilities for easy installation on rear of TV cabinets or on TV tables.



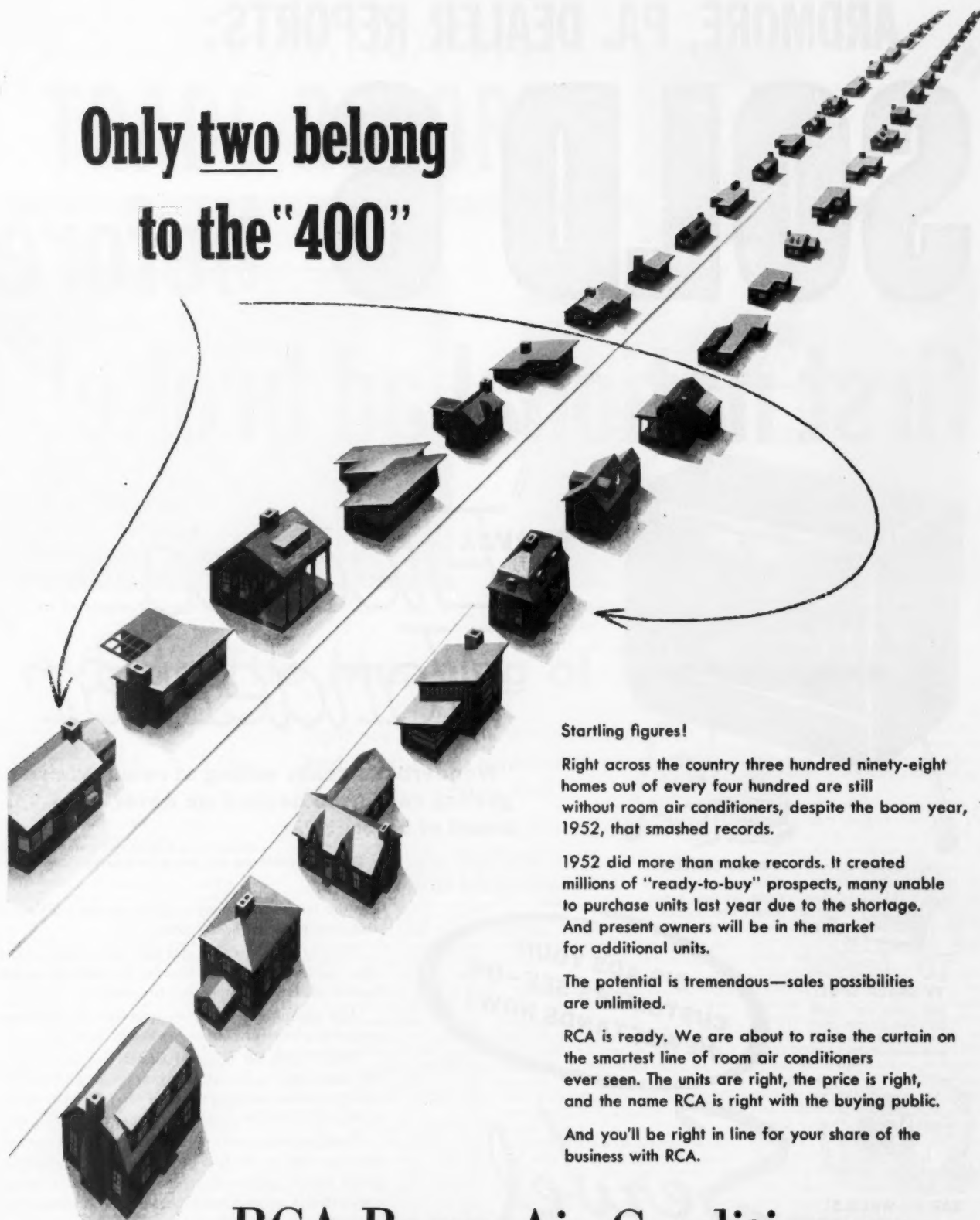
ITI announces a new sub-fringe Cascade autobooster, No. IT-90AB. It provides a uniform gain of 26 db. on high band and 34 db. on low band. Designed for use with modern low-noise, high-sensitivity receivers. Fully automatic, it retains all functional advantages of predecessor model including wide-band tuning, on-off relay, separate high and low-band input, independent gain controls for each band and by-pass switch.



Industrial Television, Inc., Clifton, N. J., also announces a new VHF-UHF field-strength meter No. IT-105R. A speaker is included to provide audible indication to eliminate need for earphones. Supplemental equipment—an IT-116B battery pack, permits use of meter in locations where power is not available. Channels 2 through 82 are covered, 72 or 300 ohm input and signal strength from 0 to 50,000 microvolts is read on a 4½ in. rectangular meter. Leather handle and sling strap for convenient carrying.

Universal Woodcrafters of La Porte, Ind., announces a complete line of specialized furniture including TV tables and bases. Adjustable Base a new model, fits any table model TV, available in 5-ply veneer with choice of mahogany, limed oak and blonde. It adjusts at flick of wrist with swivel-casters up to 26½ in. in width.

Only two belong
to the "400"



Startling figures!

Right across the country three hundred ninety-eight homes out of every four hundred are still without room air conditioners, despite the boom year, 1952, that smashed records.

1952 did more than make records. It created millions of "ready-to-buy" prospects, many unable to purchase units last year due to the shortage. And present owners will be in the market for additional units.

The potential is tremendous—sales possibilities are unlimited.

RCA is ready. We are about to raise the curtain on the smartest line of room air conditioners ever seen. The units are right, the price is right, and the name RCA is right with the buying public.

And you'll be right in line for your share of the business with RCA.

RCA Room Air Conditioners

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA



ARDMORE, PA. DEALER REPORTS:

"SOLD 6 before first national ad broke!"



SERVEL *Electric Wonderbar*

"Wonderbar's really selling at retail! We're getting calls from dealers we never even heard of before!"

—states Frank Louchheim, Sales Manager,
Stuart F. Louchheim Co., Servel Philadelphia Distributor



PARTY CENTER!
Freezes ice cubes!
Chills all your sodas,
mixers, beer, snacks!



TV SNACK SPOT!
Just reach out—open
the sleek cabinet—and
serve icy drinks from
your easy chair!



BAR-ON-WHEELS!
Rolls from room to
room—from one office
to the next—or out on
the patio! Legs or
casters optional.

**BIG ADS YOUR
CUSTOMERS SEE—ON
NEWSSTANDS NOW!**

Servel

The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING
GAS • ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ont.

It's the hottest new major appliance since TV—and this first public showing proves it!

They come in—see it—and buy! Buy right off the floor, as if they've been waiting for Servel's sensational "Electric Wonderbar" for years!

And watch them buy now—now that Servel's huge national advertising drive has really started to roll!

There's still 29 national ads to run in the first 90 days! Still a brand new market of 28,530,000 refrigeration prospects—the surface not even scratched! Still the golden Christmas season to come!

You'll sell this new kind of refrigeration *in volume* this fall! Sell it for living rooms, offices, bedrooms, game rooms, patios, boats! Sell it without trade-ins—without service headaches—without competing makes!

Display it and watch it move! Put it in a window and watch 'em flock in! Promote it and *really* cash in! Do it now, as the gift season approaches!

CALL YOUR SERVEL DISTRIBUTOR NOW!

TRADE REPORT



TED WEBER, JR.



News of Kelvinator's recent acquisition of ABC* and . . .



RCA's purchase of Estate* leave the trade wondering. . . .

What's The Meaning of The Mergers?

The \$64 question in the industry today is a simple one.

Who's next?

With interest whetted by Nash-Kelvinator's acquisition of the ABC washer line and RCA's purchase of Estate Stove, the industry is busy speculating where the next major merger or line expansion will take place.

No one seemed to doubt that more expansion moves were in the works. There seemed to be general acceptance of the assumption that at least a dozen well known brand names were out to complete their product lines. There was little secret that some electronics producers were shopping for white goods. And there was some speculation that other appliance makers were out to add radio and TV lines to their own brand families.

At the moment the effects of the mergers were being felt principally at the manufacturing level. Soon, however, major changes in distribution would be involved. And some time in the future, some experts guessed, the changes would be felt even at the retail level.

Buying Lines. RCA Victor, which last year edged into the appliance business with a room air conditioner and dehumidifier, jumped in with both feet in late September. The firm re-

- Right now the effects of consolidations and product expansions are being felt principally at the manufacturing level

- Soon, however, they will involve major changes at the distributor level; and ultimately they'll be felt by retailers

vealed that it had completed arrangements to purchase the Estate Stove Co., currently a division of Noma Electric Corp. The purchase was called a "logical step" by RCA president Frank Folsom who pointed out that his firm "has more than 50 years' experience in designing and merchandising consumer products." RCA plans to form a new subsidiary (RCA Estate Appliance Co., Inc.) which will be headed by Cecil M. Dunn, now president of Estate.

Kelvinator, which for a number of years has planned a home laundry line to complete its product line-up, achieved its goal by purchasing a controlling interest in the Altorfer Bros. Co., old-time manufacturers in the home laundry field. Present plans call for the operation of ABC as a subsidiary under its present management. The firm will continue to market washers under the ABC name and will also produce a Kelvinator home laun-

dry line. Products include automatic and conventional washers, ironers and a dryer which will go into production shortly.

Adding Lines. Other major changes in the make-up of the industry were hanging fire last month. It's no secret that two divisions of Avco Mfg. Corp. will shortly fill gaps in their product lines. Bendix will add a range and refrigerator to its home laundry line while Crosley will complete its appliance family with addition of a home laundry line.

Admiral, which for several years has had only one foot in the appliance business with products limited to ranges and refrigerators, will shortly add freezers and room air conditioners to its line.

Coolerator and Gibson, the former recently purchased from Gibson by I T & T, are now showing new upright freezer and room air conditioner lines.

Future Lines. Nobody thinks the process of adding lines is anywhere near completion. Guessing where the next move will be made and who it will involve is currently a favorite pastime in the trade.

Firms with only one or two gaps in their current product lines are the favorite sources of speculation. Thus it is that Philco is rumored to be in the market for laundry equipment.

On a longer range, many of the guesses center around TV firms entering the appliance business. Trade sources indicate that at least one TV-only firm will add a room air conditioner this winter.

Distribution Problems. The complications that can arise when a firm expands its lines are nowhere better illustrated than in two eastern cities where a single firm handles the currently non-competing Kelvinator, Bendix and RCA franchises. Last month's developments make it clear that each of these lines will soon be in competition with the other. Distributors must choose which franchises they will give up. It's obvious that the top-name franchises thus cast loose will be quickly gobbled up by other distributors. These firms, however, will in turn have to give up their current lines and some trade sources predict

* From left to right: A. W. Altorfer, C. T. Lawson, Kelvinator vice-president, George W. Mason, Nash-Kelvinator president, and Henry W. Altorfer

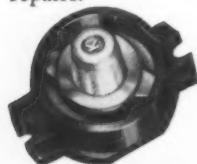
* From left to right: Estate president Cecil M. Dunn, RCA-Victor operations vice-president Charles M. Odorizzi and RCA vice-president Robert A. Seidel.



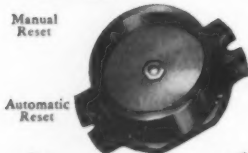
Appliance Distributor Looks To KLIXON Protectors To Stop Motor Burnouts

PITTSBURGH, PA.: Ben H. Tron, Appliance service manager of one of the largest appliance distributors in the East, the J. A. Williams Company, has more than 36 years experience in servicing appliances. He knows and uses KLIXON Protectors.

"We acknowledge Spencer Klixon Motor Protectors to be an invaluable part of our motor-operated appliances. They eliminate motor burnouts and reduce costly motor repairs."



Manual
Reset



Automatic
Reset

KLIXON
TRADE MARK REG. U.S. PAT. OFF.

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2511 FOREST ST., ATTLEBORO, MASS.

that smaller manufacturers with less well-known brands will experience considerable difficulty in maintaining a complete distributor structure.

There's also speculation as to whether the franchises which will go on the market will be given to independent distributorships or whether factory branches will be used.

Finally, Retail Problems. The complications of expanding lines will be felt less distinctly at the retail level. Still, there are bound to be some changes. Some firms now handle two separate brands in order to offer a complete variety of appliances. If a single manufacturer can offer the same number of appliances now being supplied by two or more brands, some dealers may be tempted to go along with the single expanded line. As compensation there may be savings in inventory and in selling expenses. In addition, as the business at the manufacturing end grows to be something of a "battle of giants" there is bound to be increased competition for retail outlets.

What this problem might ultimately come to was outlined for a group of distributors last month by Crosley's W. A. Blees. Pointing out that there are about 71,000 dealers currently doing business and that at least 10,000 are required to give a manufacturer national representation, Blees warned that the dealer structure would thus be inadequate to handle the lines of more than seven manufacturers. This guess was, of course, predicated on the advent of exclusive or near-exclusive franchising at the retail level. There is some speculation as to whether or not the growth of such franchising will be hastened by the expansion of complete lines.

At the moment, the changing character of the industry was all things to all men. To the manufacturer it was the logical development of his business. To the distributor it was a process which might involve important changes in his business. On dealers, so far, it has had little effect—but in the long run it might put them in a stronger bargaining position with distributors and manufacturers.

Scheduled Meetings

NAT'L ELECTRICAL MFRS. ASSN.

Haddon Hall, Atlantic City
November 10-13

15TH ELECTRICAL & HOME APPLIANCE SHOW

San Diego Bureau of Home Appliances
November 28-December 3

STEEL KITCHEN CABINET MFRS. ASSN.

Annual Meeting, Cleveland
December 3

AMERICAN HOME LAUNDRY MFRS. ASSN.

Winter Meeting
Hotel Morrison, Chicago
January 3

CHICAGO FURNITURE MARKETS

Merchandise and Furniture Marts
January 5-16

NAT'L APPLIANCE & RADIO-TV DEALERS ASSN.

Annual Convention
Conrad Hilton Hotel, Chicago
January 11-13

HOUSEWARES SHOW

Navy Pier, Chicago
January 15-22

Adopt New Name

A change in corporate name and details of an expansion program have been announced by Leon Appleman, president of Appleman Art Glass Works. The company's name has been changed to Electriglas Corp. in order to more accurately describe the function of the organization, the manufacture of radiant heat panels.

Marked increases in public demand for electric radiant heating in almost every section of the country have also led the firm to broaden its sales and manufacturing program, Appleman said.

Demo for a President



H. W. BURRITT, left, president of Eureka-Williams Corp., gets a personal demonstration of his firm's new canister-type cleaner from A. L. McCarthy, executive vice-president of the company's Eureka division.



Every week, from now on, 11,880,000 families* will be Christmas shopping in **LIFE**

Feature these products which will be
advertised in **LIFE** in November:

MAJOR APPLIANCES

- Nov. 3 American Gas Association-Range—page, color
Frigidaire Range—page, color
Lewyt Vacuum Cleaner—1/2 page, color
Piaff Sewing Machine—1/2 page, color
Norge Automatic Washer—1/2 page
Norge Wringer Washer—1/2 page
Nov. 10 Singer Sewing Machine—spread, color
Electrolux Vacuum Cleaner—page, color
American Institute of Laundering—page
Universal "Jet 99" Vacuum Cleaner—1/2 page
Nov. 17 Eureka Vacuum Cleaner—page, color
Westinghouse Dryer—page, color

SMALLER APPLIANCES & HOUSEWARES

- Nov. 3 Pyrexware—spread, color
Libbey Glassware—page, color
Motorola Clock-Radio—page, color
Sunbeam Toaster—page, color
Westinghouse Large Lamps—page, color
Proctor Ironing Table—1/2 page
Aladdin Vacuum Pitcher—1/4 page
Westclox Clocks—1/4 page
Sunbeam Egg Cooker—1/4 page
Burgess Battery—14 lines
Nov. 10 General Electric Clocks—page, color
Kem Glo Paint—page, color
Schick Electric Shaver—page, color
Sunbeam Coffeemaker—page, color
Glamorene Rug Cleaner—page
Minneapolis-Honeywell Automatic Controls—page
Ideal Broiler-Chef—1/4 page
Ekco Flint Cutlery—224 lines
Nov. 17 Westinghouse Large Lamps—page, color
Counselor Scales—1/2 page, color
Serviset Paperware—1/2 page, color
Proctor Toaster—1/2 page
Sunbeam Egg Cooker—1/4 page
Nov. 24 Pyrexware—spread, color
Telechron Clocks—spread, color
Borg Scales—page, color

Regina-Floor Polisher—page, color
Schick Electric Shaver—page, color
Sunbeam Shavemaster—page, color
Glamorene Rug Cleaner—page
Westclox Clocks—1/4 page
Westinghouse Iron—184 lines

HOME FURNISHINGS

- Nov. 3 Mengel Furniture—spread, color
Nov. 10 Cannon Sheets—page, color
Beautyrest Mattress—page
Eclipse Mattress—1/2 page, color
Pearl-Wick Hamper—1/2 page, color
A. N. Brooks Table Lamps—1/4 page
Nov. 17 Dinnerware Moulded of Melmac—page, color
Kroehler Furniture—page, color
Lane Cedar Chest—page, color
Simmons Hide-A-Bed—page, color
Playtex Pillow—1/2 page
Nov. 24 Cannon Towels—spread, color
Lane Tables—page, color
Welsh Juvenile Furniture—1/4 page

RADIOS, TV, RECORDS, & INSTRUMENTS

- Nov. 3 Admiral Television—page, color
Motorola Clock-Radio—page, color
General Electric Television Tubes—page
Arvin Television—1/2 page, color
Nov. 10 Crosley Television—page, color
Sylvania Radio and Television—page, color
General Electric Television—page
Magnavox Television—1/2 page
Nov. 17 General Electric Television—page
Motorola Television—page
RCA Victor Radio and Television—page
Philco Television—page
Magnavox Television—1/2 page
Raytheon TV and Electric Devices—1/2 page
Bendix Radio and Television—1/4 page
Hammond Solovox—1/4 page
Sylvania Radio and Television—1/4 page
Nov. 24 General Electric Television—page
Hammond Chord Organ—page

SILVERWARE

- Nov. 3 1881 (R) Rogers (R) Silverplate—1/2 page
Nov. 10 Reed & Barton Silverware—page
Nov. 17 International Sterling Silver—spread, color
1847 Rogers Bros. Silverplate—page, color
Nov. 24 1881 (R) Rogers (R) Silverplate—1/2 page

STATIONERY REQUISITES

- Nov. 3 IBM Electric Typewriter—page, color
Saf-T-Hed Thumb Tacks—14 lines
Nov. 10 Eastman Kodak—page, color
Gibson Greeting Cards—page, color
Marvel Lens Company-Yule Art—page, color
Royal Portable Typewriter—page
Ampro Cameras—1/4 page
Nov. 17 Gibson Greeting Cards—page, color
Parker Pens—page, color
Wearever Pens—page
Nov. 24 Sheaffer Pens—page, color
Picture Craft Printing Set—1/4 page

OTHER

- Nov. 3 Kriliun—1/4 page
Ideal Toys—28 lines
Nov. 10 Vinylite Dolls—1/2 page
American Character Doll—1/4 page
Plakie Toys—1/4 page
Cinco-Thermoseal Combination Windows—1/4 pg.
Tac Ratchet Wrench—1/4 page
Arandell Jump Ropes—14 lines
Nov. 17 Western Auto Stores—Toys—spread, color
Lionel Trains—page, color
American Character Doll—1/2 page
Aranbee Doll—1/2 page
Doepke Model Toys—1/2 page
Valentine Dolls—1/4 page
American Flyer Trains—1/4 page
Nov. 24 Toy Manufacturers of U.S.A.—9 consecutive pgs.
Dow Chemical Company—Styron Toys—pg., c.
Playskool Products—page
American Character Doll—1/2 page
Parker Games—1/4 page

*Source: A Study of the Household Accumulative Audience of **LIFE**, by Alfred Politz Research, Inc. Over a period of 13 issues, **LIFE** reaches into 25,640,000 households, 3 out of every 5 in the nation.

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

First in circulation
First in readership
First with appliance dealers
First in advertising revenue

27" TV

\$499⁹⁵*

LIST

only from
STEWART-WARNER



*Slightly higher west and south.

Another Sensational Stewart-Warner Value!

**STEWART
SW
WARNER**

Deluxe 1953 model priced \$100 to \$200 below other 27" TV... with full dealer discount to you! This magnificent mahogany console has all 21 advanced features that make every 1953 Stewart-Warner TV "21 ways better"... Power Booster... Syncro-Brain circuit... Continuous Tone Control... Built-In-Provision for U.H.F. An exclusive combination of 21 great features you find only in Stewart-Warner. Wire, phone, or write for name of your Stewart-Warner Distributor.

21 ways better

STEWART-WARNER ELECTRIC • Division of Stewart-Warner Corp.
1300 N. Kostner Ave., Chicago 51, Illinois
Foremost Manufacturer of Radar, Communications, and other
Precision Electronic Equipment for the U. S. Government.

WASHINGTON

How Much Metal For Appliances?

Here's how Washington sources size up the availability of metals, the size of allocations for consumer goods, and the prospects for ending controls:

STEEL	By the second quarter of 1953 allotments to consumer goods makers should be back to 60 percent of pre-Korea levels—just as they were before the steel strike. Cold-drawn and hot-rolled carbon and alloy bar, plates, nickel-bearing stainless, carbon and alloy seamless tubing and wide flange structural shapes will be very tight until mid-53. During the first quarter cold-rolled, galvanized and hot-rolled sheet, cold-rolled and hot-rolled strip and seamless pipe will loosen up. Already in adequate supply are tin-plate, hot-rolled rod, straight chrome stainless, tool steel and welded tubing.
COPPER	Second quarter allotments should remain at 50 percent of the pre-Korea level. They'd go higher if it were not for declining domestic ore output and scrap flow. Roughly speaking, supply and demand are already in balance.
ALUMINUM	Allotments should stay at the 55 percent pre-Korea level in the second quarter. The outlook would be brighter except for delays in capacity expansion caused by the steel strike and for production losses resulting from Pacific Northwest power deficiencies. Supply and demand are now in approximate balance, while the degree of abundance in 1953 depends largely on future stockpile plans.
OTHER METALS	Tin, lead and zinc are plentiful. Alloy elements stand like this: Cobalt, columbium, molybdenum, nickel and tantalum are the most critical. Tungsten is in short supply. Chromium, manganese and vanadium are in approximate balance and boron, calcium-silicon, ferrotitanium, silicon and zirconium are in approximate balance.
CONTROLS	It's expected that the Controlled Materials Plan will go out the window after June 30. But the government will hold on to special priority and directive authority to protect deliveries of military goods, \$28 billions of which are still to be ordered.

OPS: New Service Ceilings

Price control officials invite industry members to discuss a special regulation to control prices of radio-TV service work; consider re-control of parts

The radio and TV industry has discovered that there is still a good deal of life left in the OPS.

Radio and TV sets are no longer under price control. But the repair of sets has remained under CPR 34, the general order holding service trade industries to their pre-Korea prices.

Last month OPS invited manufacturers, dealers and servicemen to discuss a special regulation for the repair business.

The committee was given a number of alternate proposals by OPS, and was also invited to submit additional ideas of its own.

(Last month OPS announced it was re-imposing ceilings on radio, TV and phonograph parts. Shortly thereafter the price agency announced it was postponing such action until October 27. The OPS move was sharply criticized by RTMA and late in the month the whole matter still seemed to be up in the air.)

Some industry members are taking the position that it is pretty late in

the game to begin writing new pricing regulations.

But OPS says it has reports of serious problems in the radio and TV repair business, and that it wants to try to deal with the situation.

The complaints apparently come largely from Better Business Bureaus and from OPS regional offices in areas where TV is relatively new.

With additional TV areas beginning to open up, the agency feels it has an obligation to give the public additional protection from gouging in TV installation and repair.

It is considering at least two possible approaches to the problem.

One is a special order for TV repairing which would require repair firms to compute their charges on the basis of standard procedures which would be submitted to the industry advisory committee for approval.

An alternative proposal, which seems to have considerable appeal to the agency, would be the use of flat rate manuals or labor schedules as

Oster

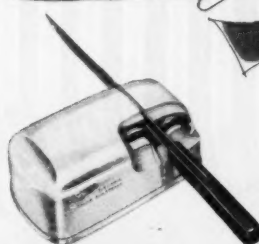
REG. U.S. PAT. OFF.

offers you a great "gift-time" opportunity!

5 ways to more holiday profits with these gift-naturals



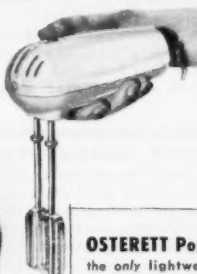
OSTERIZER —
The original liquefier-blender.



OSTER Knife Sharpener —
the only electric knife sharpener that sharpens both sides of blade at one time.



OSTER STIM-U-LAX Junior —
the only massage instrument with Suspended Motor Action.



OSTERETT Portable Mixer —
the only lightweight, powerful mixer for every mixing need.



OSTER AIRJET Hair Dryer —
the only hair dryer with today's modern "jet" design. Faster hairdos and shampoos.



Only the **OSTERIZER** has a glass container open at both ends. This exclusive feature permits thorough and speedy removal of all ingredients from the glass container.

Only the **OSTERIZER** construction permits a thorough and complete cleaning of the cutting blades.

Only the **OSTERIZER** container bottom is threaded to fit the standard canning jar:
a. This feature is ideal for use in preparing baby foods; spreads; grinding coffee; grains for cereals; dried beans; peas for soups; sauces; etc.
b. Saves food and time by eliminating the transfer of ingredients to another container for refrigeration or storage.



Only the **OSTERIZER** has a tapered cutting well to permit constant and continuous feeding of ALL ingredients to the cutting blades. This exclusive feature permits faster, finer dry grinding, more rapid and complete liquefying-blending-mixing action.



Only the **OSTERIZER** has a grip-tite seat that holds container firmly in the base — releases quickly. No posts. No slots.



Only the **OSTERIZER** has a high speed powerful motor designed to perform all food processing operations with perfection.

JOHN OSTER MFG. CO. • RACINE, WIS.

Oster's great new advertising campaign brings you customers — helps you sell

Check your Oster stock now and be ready to get your share of the Christmas gift demand for Oster products. See your jobber or write us for details.



THE FASTEST-GROWING ELECTRIC HOUSEWARES LINE IN AMERICA

ELECTRICAL MERCHANDISING—NOVEMBER, 1952

© 1952 EMT-16

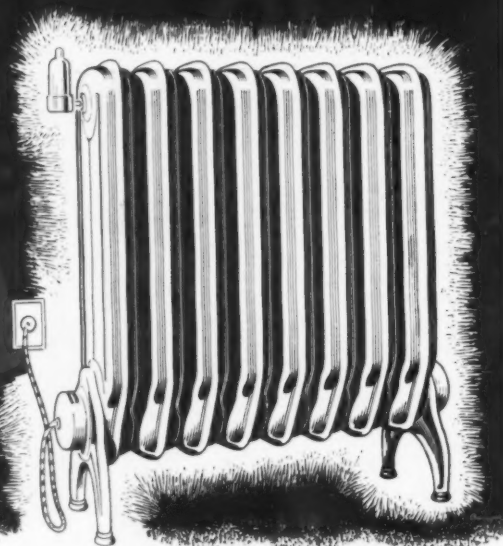
PAGE 171

SAFE STEAM HEAT FROM ANY WALL PLUG

cold weather calls the
for the

AS EASY TO SELL
AS ANY OTHER
TROUBLE-FREE APPLIANCE PACKAGE

Electresteen
RADIATOR



*Hottest Selling Space Heater
In the World... because it's Best!*

1. SAFEST IN THE WORLD

It's as safe as a toaster—no fumes, no fire hazard, no exposed elements—absolutely as safe as the radiators in a regular heating system. U. L. Approved—of course.

2. HIGHEST EFFICIENCY

Heats by true convection—distributes abundant, uniform, healthful steam heat to every corner of the room—leaves none of the "cold spots" of directional heaters.

3. LESS THAN 2¢ PER HOUR TO OPERATE

Most economical space heater on the market—delivers more heat for less. Exclusive patented all-steel construction transfers heat 4 times faster than old-fashioned cast iron radiators—and does it at lower operating cost.

4. PERFECT PORTABLE HEAT ANYWHERE

ELECTRESTEEM is amazingly lightweight—carries easily (has convenient carrying handle) to provide ideal supplementary heat quickly and efficiently—anywhere.

IT'S EASY TO SELL WHEN YOU TELL
ELECTRESTEEM'S 4-POINT SUPERIORITY

ELECTRIC STEAM RADIATOR CORP.

1 Electric Avenue (Bourbon County) Paris, Kentucky

SELL THIS SAFE, HEALTHFUL STEAM HEAT FROM ANY AC or DC WALL PLUG!

Your space heater line isn't complete without the best-selling, profit-building ELECTRESTEEM! There's absolutely nothing comparable—it's the finest auxiliary heater in the world. Stock and sell both fast-moving models: 8-SECTION delivering 3,250 BTU per hour; 10-SECTION delivering 3,940 BTU per hour. Available in choice of attractive Walnut or Ivory finish. Each model delivers SAFE, healthful man-sized Steam Heat on midget-sized power consumption.

ELECTRESTEEM puts you in the space heater business WITH THE BIG PROFIT MARKUP YOU WANT!

ELECTRESTEEM has the "selling look," the superior advantages, the right retail price—and best of all—YOUR MARKUP IS RIGHT! And, Mr. Appliance Dealer, your market is virtually untapped, with an estimated 44,000,000 sales prospects. Here they are: Every home—for nursery, basement den, attic, workshop, bathroom, sickroom. Hundreds of other profitable markets—summer cottages, motels, trailers, gas stations, yard offices, ticket booths—wherever safe supplementary heat is desired. There's no limit to the market—no limit to your profitable selling.

GET THE
PROFIT FACTS
TODAY!

ELECTRIC STEAM RADIATOR CORP.
1 Electric Avenue (Bourbon County) Paris, Kentucky

Please send complete descriptive literature and sales helps—everything I need to build a profitable business around ELECTRESTEEM Radiators.

Name.....

Address.....

City.....

Zone..... State.....

the basis for repair pricing.

In the end, OPS might find the special-"tailored" order to be the more practical approach.

Flat rate manuals exist for radio and TV repairing but none have achieved general acceptance that manuals enjoy in the automotive repair business.

Some members of the industry advisory group are skeptical of the idea of new controls, much as they would like to see repair service standards raised. Manufacturers feel the industry itself has done a great deal to eliminate cheating in the repair business. Moreover their records indicate the volume of TV repairing has diminished as the quality of parts improved.

Consumers and Better Business Bureaus are likely to keep the heat on OPS, however. The present service trade order—CPR 34—is a "freeze-type" order. Each company has its own ceilings and there is no way for consumers to know when an over-charge occurs.

A tailored order or a flat-rate manual order would simplify the enforcement problems for OPS. At the same time it might help the repair industry move toward more standardized procedures which would eliminate some of the criticism that has brought on various proposals for regulation.

Avoiding a Slump

What happens to the present mobilization-inspired prosperity when the sales-boosting effect of government arms buying goes out of the picture?

That's the problem at least half a dozen government and private agencies are beginning to look into—and one thing most of them agree on is this:

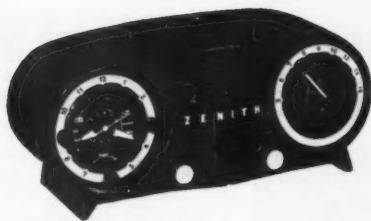
Manufacturers and merchants will get the first crack at counter-acting any downturn. That means that government experts figure that price-cutting, sales stimulants and the introduction of new models and new products will get the play at the outset of any downturn in business. They feel the government won't step in until unemployment reaches somewhere near the five million level.

Differences. The anti-recession experts know that the situation today differs from the war period. Then, scarcities of goods created an enormous backlog of demand and savings were high. So, when the war ended and arms production dropped, cash-backed demand was big enough to launch the greatest boom in history.

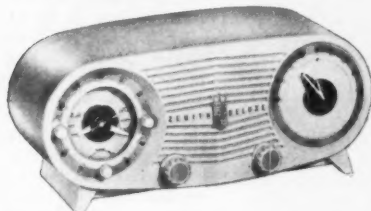
Today, though, consumers can get all they want of practically everything. The only big area of demand still unsatisfied is commercial and amusement construction.

Of course, arms spending will continue to be a substantial force in the economy—as it wasn't right after the war. However, the economy is now big enough to produce the arms we need and still turn out more consumer goods than are currently in demand.

What To Do. So how do you keep



The Clock Radio—a beautiful "wake-up" radio with a richer tone than the ordinary low-priced set has. In Swirl Walnut or Ebony plastic. Model K515, to retail at \$34.95*.

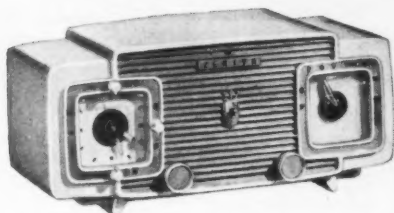


The De Luxe Clock Radio—lulls you to sleep, wakes you gently, has a "Sleepyhead" Buzzer and appliance outlet. Exceptionally rich tone. Comes in decorator colors keyed to any room setting. Model K518, to retail at \$39.95*.

Wake up to the new "do-re-mi" in clock radios

SEE ZENITH'S NEW COMPLETE LINE

For step-up selling



The new Super De Luxe—a clock radio with all the de luxe features described above, plus one more tube for extra distance reception. A truly "super" set in style, tone and performance. Model K622, to retail at \$49.95*.



The FM-AM Clock Radio—the only one of its kind in the world. Lulls you to sleep with the finest FM music—has all the automatic features of the Super De Luxe Set. Model J733, to retail at \$74.95*.

There's been a big change in radio listening habits. And Clock Radios are the key to new sales opportunities.

People are going for these musical timers for kitchens and living rooms as well as bedrooms—to turn on the coffee, to tune in TV, to do lots of things besides waking them up and lulling them to sleep.

And now—Zenith comes out with the most complete line of Clock Radios in the business, to catch every kind of prospect for you:

People who want a low price • People who think they do, but can be stepped up to better features and a higher ticket • People who enjoy FM, for finer reception or finer music.

The more you have to offer, the more sales you make. You'll pay off with the Zenith Clock Radio line—the little sets that take little counter space, for a lot of extra "do-re-mi."

*Prices slightly higher on West Coast and in far South.



ZENITH RADIO CORPORATION, Chicago 39, Illinois

Also makers of Fine Hearing Aids

(COPY. 1952)



THREE GENERATIONS

of American homemakers
have enjoyed the labor-saving
benefits and the dependability
of . . .

Woman's Friend WASHERS

PRODUCT OF
CENTRAL RUBBER AND STEEL CORPORATION • FINDLAY, OHIO

IN 1900



(Water-Powered)





















IN 1952



Beautiful Two-Toned Regent

plants humming and people working when a plant capable of supporting a \$350-billion economy begins to slow some once the weapons job is past peak activity? The capital has been committed, the workers are on the job, but the consumers don't seem to have any great enthusiasm to get into the market.

Obviously, the curbstone economist says, you create new markets—by getting more money into more people's pockets, particularly in the pockets of those at home and abroad who don't have their wants satisfied. Or, bring out a new product that will whet the jaded appetite of the well off. Those alternatives are being studied now.

The Commerce Department has mapped out what is probably the most ambitious study of all. It will be modeled along the lines of the popular commerce report "Markets after the War", published in 1943.

The focus of the Commerce survey will center in the problems of distribution. Indeed, in advance of the survey's publication, the department has recognized this by setting up a new office of distribution, headed by H. B. McCoy, a department career man. Principle job of the new office will be helping business with its marketing problems through such things as cost studies.

Appliance Curbs Stay

If you believe the latest set of trade rumors, OPS is thinking about removing controls on major appliances as well as radio and television.

But if you listen to price stabilization chief Tighe Woods, no such suspensions are in the offing. It's true that ceilings are coming off many soft-good items, but so far Woods has been careful to avoid any suggestion that OPS will pull out of appliances and other big durables.

Radio and TV sets are the exception. These were released from ceilings some time ago. OPS has decided to put radio and TV parts back under ceilings, but there is no thought of recontrolling the finished sets.

Woods was asked directly whether durables will be decontrolled. He answered that no suspensions are planned, then modified his statement to say: "No proposals for such action are under consideration." OPS people say there has been little serious pressure from industry for removal of existing price ceiling on consumer durables.

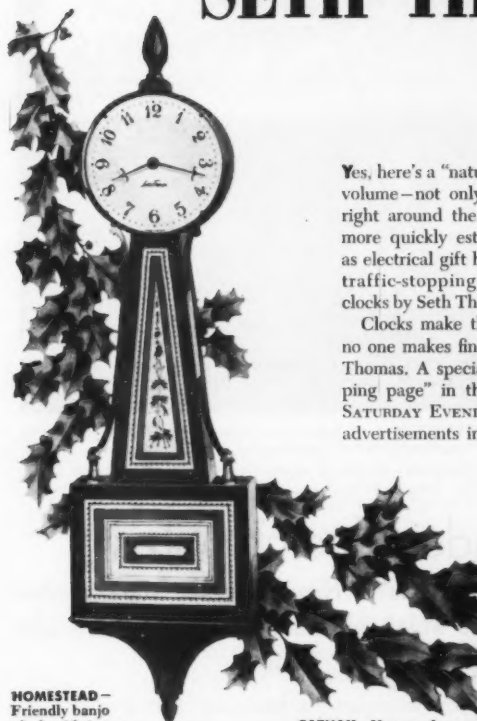
Greene of BBB Dies

Edward L. Greene, president of the National Better Business Bureau, Inc., died at his home in Mamaroneck, N. Y., on September 27 after suffering a heart attack. A pioneer in BBB operations, Greene first became associated with this work in 1916 when he became secretary of the BBB of the Chicago Advertising Club. He had been head of the operations of the National Better Business Bureau since its incorporation in 1925. He was 68 at the time of his death.

**How to get a larger share
of the family gift market . . .**

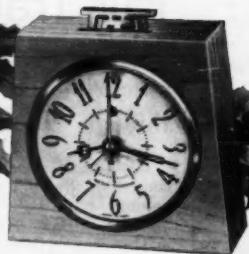
Feature Decorator-styled Clocks by

SETH THOMAS

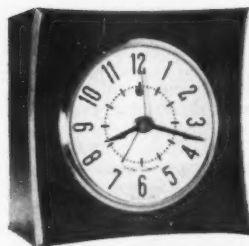


HOMESTEAD—
Friendly banjo
clock with ivory
panels. Mahogany case with
brass trim. 24 $\frac{3}{4}$ " tall. \$32.35'.

CATHAY—New modern
beauty in an alarm. Blond
or mahogany finish. 4 $\frac{3}{4}$ "
high. \$8.95' (plain dial).
\$9.95' (luminous).

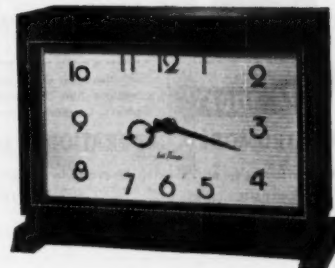


DYNAIRE—Symbolizes latest in
modern design. Perfect on a
television set. Brown mahogany or
blond finish. 5 $\frac{3}{4}$ " high. \$14.95'.



BELWYN—Sensationally successful
bell alarm. Blond, maple, mahog-
any finishes. 5" high. \$8.95'
(plain dial), \$9.95' (luminous).

FIELDSTON—A thrilling family
gift. Strikes hours and half-
hours. Mahogany finish.
7 $\frac{1}{4}$ " tall. \$35.00'.



SETH THOMAS

of Thomaston, Connecticut
Division of General Time Corp.

*Reg. U. S. Pat. Off.
†Retail, Plus tax



Prices subject to change
without notice.

New DESIGN

ELECTROMODES

Created BY YOUR CUSTOMERS

Same Electromode quality and safety features have been retained in the newly designed models. They have the cast-aluminum heating element, steel cabinet, factory-sealed quiet motor and fan, and built-in safety switch.



MODEL WA—Electromode Automatic Wall-type Down-Flo Heater 1500 to 4000 watts, 120 and 240 volts. Grey Hammerstone Finish.

You and Your Customers wanted these newly designed Electromode models for home heating. They were pretested by customers like those you serve . . . tested for color, appearance, easy maintenance, convenient controls and heating efficiency. Electromode engineers built them to embody those customer-wanted features and now Electromode gives to dealers this customer-approved line of domestic heaters that will sell faster and give you turnover and profit.

Why **ELECTROMODE** is your safest and best buy

CUSTOMER SATISFACTION. You'll find Electromodes "stay sold" because dealers have little or no call-backs or service problems. Users like the convenience, performance and safety. And Electromodes are easy to install and economical to operate.

BIG SELECTION. Electromode's complete line consists of more than 50 models in wall, portable, and suspension types, automatic and non-automatic, in capacities from 1320 to 45,000 watts, for any electric heating job.

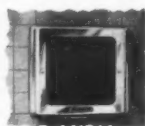


MODEL PJ

Electromode Portable Small Room Heater, 1320 watts, 110 volts, Grey Hammerstone Finish.

MODEL WJA

Electromode Automatic Wall-type Bathroom Heater, 1320 watts, 110 volts, White or Chrome Finish.



WRITE TODAY!

For attractive displays, literature and specifications on the complete line of domestic, industrial, commercial and farm heaters. Coupon below will speed this material to you.

ELECTROMODE CORPORATION 45 Crouch St., Rochester 3, N. Y. Dept. E.M.-112

Send information on following Electromode Heaters:

☐ Domestic

☐ Industrial

☐ Farm

Name _____

Company _____

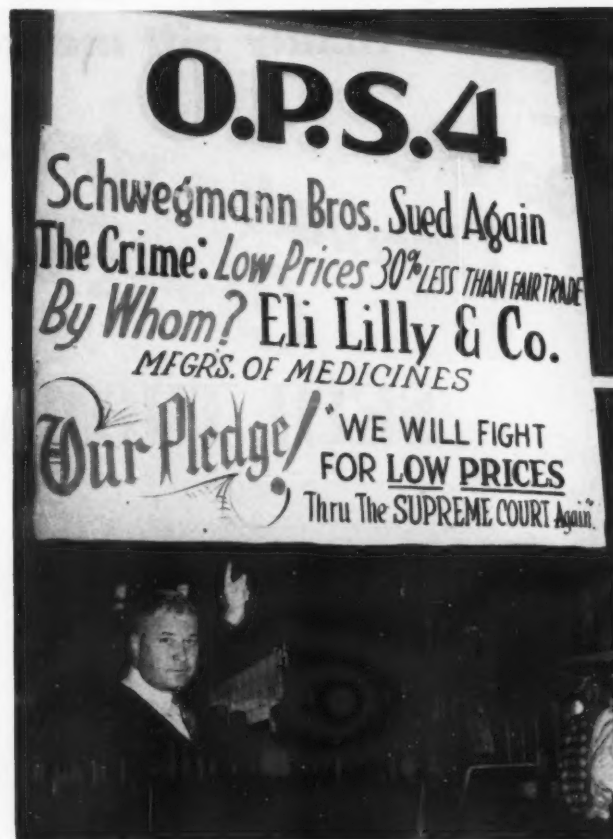
Address _____

City _____

Zone _____ State _____

LEADER IN ELECTRIC HEATING SINCE 1929

Marketing



RESUMPTION OF HOSTILITIES in the store's war against Fair Trade is announced to customers of the Schwegmann Bros. super-market in New Orleans through this poster. Pointing to the store's pledge to carry the battle to the United States Supreme Court is John Schwegmann, Jr.

Fair Trade: Blue-chip Test

Drug firm sues New Orleans super-market owner in a case which will almost certainly be fought through to the Supreme Court

Fair Trade is headed for another court test—this time on constitutional grounds—as a result of court action taken by Eli Lilly & Co. in Louisiana.

The drug manufacturing company has brought injunctive action in a federal district court in an effort to stop Schwegmann Brothers super-markets from selling its drug products below Fair Trade prices.

(Last month General Electric's small appliance division took legal action to enforce its Fair-Trade prices. The firm asked permanent injunctions against Charles Appliances, Inc., and Efficient Shopping Services, New York City retailers.)

Schwegmann, who has built a booming business on his opposition to Fair Trade, openly courted the action by Lilly in an effort to upset the McGuire Act, passed in the closing hours of the 82nd Congress. Both Lilly and Schwegmann have indicated that they are ready to fight the case through to the top tribunal, which may take two

or three years. Both have the means and the incentive to see the fight through and in view of the industry, this is it—the blue-chip test case.

Schwegmann bases his hopes for victory on the fact that this time the court will have to rule on the constitutionality of a law that binds a merchant to a contract to which he is not a party. When the Supreme Court invalidated Fair Trade with its so-called Schwegmann decision of 1951, the issue was whether the Miller-Tydings Amendment—which exempted Fair Trade contracts from anti-monopoly prosecution—was actually binding on non-signers.

After the Supreme Court decision, manufacturers still were free to sign contracts with retailers, binding them to observe Fair Trade prices. But with the non-signer provisions out, effective policing of Fair Trade went out the window. This time Schwegmann will make his case on constitutional grounds so that the court will have no



Mrs. Harold Florin, farm homemaker of Avalon, Wis. uses an electric dryer for bedspreads, blankets, rugs, mattress pads, and quilted robes.

The manufacturer's literature isn't quite as convincing as the experience of the woman who uses the manufacturer's product. So SUCCESSFUL FARMING reports on home appliances with case histories of farm homemakers, and photographs actual installations. In a recent article, clothes dryers get the usual realistic treatment . . .

What they ask about dryers

The better farm homemakers today are a major market not only for dryers, but for everything that makes farm living better!

Twelve years of record prosperity have brought a far-reaching revolution in farm homes. The new labor-saving and leisure-increasing equipment . . . style and period consciousness in furniture, draperies, rugs, and decorations . . . greater appreciation of color, pattern, texture, design . . . are evidence of the record demand for quality merchandise among the best farm families.

The best audience is best reached by SUCCESSFUL FARMING . . . concentrating one million of its 1,200,000 circulation in the fifteen agricultural Heart states with the highest living standards and highest incomes. The average income of these SF Heart states subscribers easily exceeds the national farm average by 50%.

SUCCESSFUL FARMING advertising gives intensive penetration and high readership based on fifty years of service. In a market mostly missed by general media, where TV still gives spotty coverage, every national advertiser of electrical appliances and merchandise for better living needs SUCCESSFUL FARMING to balance national advertising effort. Call any SF office.

MEREDITH PUBLISHING CO.

Des Moines . . . New York,
Chicago, Cleveland, Detroit,
Atlanta, San Francisco,
Los Angeles.

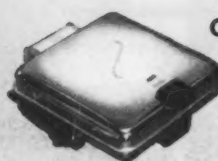


Mrs. Harvey Moeckley of Polk City, Ia. shifts clothes from washer to dryer, sets controls for time and temperature.



Mrs. Jay Dillon, of Elkhorn, Neb., dries the work clothes of three sons and her husband in the gas dryer.

Spearhead holiday gift displays with **Arvin** Electric Housewares



**Christmas shoppers
go for the
gift which is
4 appliances in 1!**

Arvin Letric Cook

Sandwich Toaster, Steak Grill, Double Griddle, and Automatic Waffle—all in one eye-catching beautiful appliance! Opened as a griddle, cooking area equals 3 ten-inch skillets. Converts in seconds to fully automatic waffle with signal light and heat control. Watch it pull traffic and pile up sales!

\$29.95

(Waffle Grids Included)

**Just what gift
shoppers will
be looking for
this holiday season!**

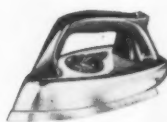


Arvin Automatic Coffee-Perk

Highlight this "perfect perk" in your gift section and watch coffee-loving shoppers rally 'round! Makes 3 to 9 cups of perfect coffee, any desired strength, always uniform. Keeps coffee hot indefinitely; safety control prevents damage if water is forgotten. Trouble-free range-type heating element. Non-drip spout. **\$29.95**



Arvin Automatic Toaster, queen of all pop-up toasters, is the only toaster with the exclusive butter-melting Sta-Warm Shelf. Every toaster triple-toast-tested. Hinged crumb tray for easy cleaning. Beautiful gleaming chrome. **\$22.95**



Arvin Electric Irons are GUARANTEED 5 FULL YEARS! Weight only 3 lbs., automatic heat control, jerk-proof cord. Four models, 4 prices. No. 2300, \$12.95; 2200, \$11.80; 2100-B, \$10.95; 2100-B, \$9.95



Arvin Automatic Heater, king-size, thermostat-controlled; operates at 1650 or 1320 watts, fan-forced. Safeguard Switch cuts current if heater is upset. Range-type heating unit; red glow signal light. Arvin's finest heater. **\$34.95**



Hot-R-Cool Fan-Heater develops 5600 BTU, moves 200 cu. ft. of warm air per minute. Doubles as powerful electric fan in summer, moving 600 cu. ft. of cool air per minute. No. 5100, 1650 watts, \$21.95; No. 5000, 1320 watts, \$21.10

Electric Housewares Division, ARVIN INDUSTRIES, Inc., Columbus, Indiana
(Formerly Noblett-Sparks Industries, Inc.)

other choice but to rule on its constitutionality.

Fair Traders had hoped to avoid a court test, so soon after passage of the McGuire Act. They would have preferred to ride along on their congressional victory, winking at random violations, and reaping the benefit of general compliance. Also, they hoped to work on getting fair trade laws on the books in the four holdout areas—Texas, Missouri, Vermont, and the District of Columbia. But Schwegmann cut prices so drastically that Lilly was forced to act to protect its other retail outlets in New Orleans.

Why Business Fails

A 32-page study of commercial failures between the years 1900 and 1952 has been published by Dun & Bradstreet, Inc. The book, packed with statistics, charts and graphs and impressively printed in color, charts the occurrence of business failures and analyzes the effects of contemporary events on business success or failure.

The book points out that since 1900 the trends in population and the number of concerns in business have closely paralleled each other and that the direction of these indicators has been upward. But the pattern of commercial failures has reflected the pull and tug of short term influences on the economy.

Included in the booklet are sections discussing trends by geographical regions, by types of business and by product handled. (The rate of failure among retailers, incidentally, is lower than among wholesalers or manufacturers). Also included are discussions of why businesses fail, why the "first five years are the hardest" and the relationship between wholesale prices and business failures.

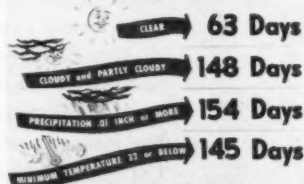
Dryer Argument

**You'll be
SURPRISED!**

look at the

SOUTH BEND

weather during 1951



**you're ready for a
Whirlpool DRYER**

LOOK AT THE RECORD, Whirlpool Corp. is asking dryer prospects in 70 cities across the country. The firm has prepared 22 by 34 inch point of sale posters for each locality, using U. S. Weather Bureau statistics to show the small number of clear days.

Leading home economists endorse New FLORENCE ^{LUXURI-LINE} RIVIERA GAS RANGES

**...for easiest Automatic Cooking
they've ever known**

Nationwide approval for national favorites
...yes, these 5 leading home economists from 5
different parts of the country all tested the
new Florence Riviera Gas Ranges...and approved
them. They know what women want...and
you will, too, when you see how your customers
really go for these great new Florence Gas Ranges.



"The Florence 3-Way Range Top
is quick and easy to use...always
mighty useful," says Agnes Reasor
Olmstead of Atlanta.



"The Florence Broilercue ends
reaching into sizzling hot broilers
...really smokeless, too," says
Lillian Curry of Dallas.



"The new Florence sparkles when
you just use a damp cloth to clean
it," says Mary Lawton Wright
of Chicago.



"Florence Vita-Flame Burners
cook faster...protect flavors," says
Gretchen McMullen of Boston.



"I found I could count on the
automatic Florence controls to
keep a constant oven tempera-
ture," says Frances Brewer Har-
vey of San Francisco.



GAS RANGES • LP-GAS RANGES • ELECTRIC RANGES • OIL RANGES
COMBINATION RANGES • GAS HEATERS • LP-GAS HEATERS • OIL HEATERS

FLORENCE STOVE COMPANY...General Sales Offices and Plant: Gardner, Mass.
Mid-Western Plant: Kankakee, Ill. Southern Plant: Lewisburg, Tenn. Other Sales
Offices: 1 Park Ave., N. Y.; 1459 Merchandise Mart, Chicago; 469 Western Merchan-
dise Mart, San Francisco; 53 Alabama St., S.W. Atlanta; 301 North Market St., Dallas.



League Leaders Meet With Industry At 17th Conference

Managers of 30 electrical leagues from Canada and the United States hold their 17th annual conference in Minneapolis. (See page 184 for the story and additional pictures.)



HOSTS Carl T. Bremicker, left, of Northern States Power and Al Kessler of Minneapolis greet A. L. Maillard, center, of Indianapolis.



AMUSED by anecdote told by Ranny Miller of Cleveland is EEI's Jim Coatsworth, left. Manufacturers, distributors and dealers as well as league heads attended the convention.



EAST AND WEST get together as R. L. Wilkinson of Spokane, left, and John Morrison of Philadelphia meet during Minneapolis meeting.



CALIFORNIANS Vic W. Hartley of Los Angeles and J. Clark Chamberlain, San Diego, right, exchange views during IAEL sessions.



RTMA's views of problems in the servicing end of the TV business are explained to Ray Halverson of Salt Lake by Albert Coumont, left, representative of the association.



RINGING THE BELL to make more sales is explained to Clif Simpson of Chicago by Kelvinator's C. J. Coward.



OUTGOING PRESIDENT John G. Waddell of Boston stops for a chat with Frank Wolf of Omaha, left.

Bendix TV

Television's
Crowning
Achievement



THE MARYLAND
Model 21KD
Mahogany console
with doors,
21" picture



THE VIRGINIA
Model 21K3
Open-face mahogany
console with
21" picture



THE FLORIDA
Model OAK3
Open-face blond oak
console with
21" picture



THE MICHIGAN
Model 21T3
Mahogany
table model
with 21" picture



THE ARIZONA
Model 21X3
Blond table model
with 21" picture
and 301B drawer base



THE MICHIGAN
Model 21T3
Mahogany table model
with 21" picture and
200M shelf base



THE DELAWARE
Model 20K2
Open-face mahogany
console with
20" picture



THE BELAIR
Model C172
Full-door, maple-finish
console with
17" picture



THE RUXTON
Model 1702
Mahogany
table model
with 17" picture

...for profit-minded TV retailers

Dealers who want a fast-moving TV line with minimum investment and maximum profit are going for Bendix* TV in a big way.

Because Bendix TV is aimed straight at the heart of the most profitable market, it can bring you a steadier sales volume.

Because Bendix TV offers generous discounts right across the board, it can build you bigger, firmer profits.

Because Bendix TV delivers superbly dependable performance . . . with the finest picture science has ever produced . . . it can create long-time customer goodwill.

The answer is unmistakably clear. From every angle, Bendix TV offers Television's Crowning Achievement in profit opportunity. That's a fact alert retailers are proving every day.

*REG. U. S. PAT. OFF.

GET FULL DETAILS ON BENDIX TV TODAY!

Bendix TV is going places . . . fast! If you're interested in moving along with it, write us at once for complete details. A few valuable territory franchises are still open.

One more way that  helps you sell more and profit more!

AVIATION CORPORATION—THE NAME MILLIONS TRUST

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION

BALTIMORE 4, MARYLAND

The MASTER Line OF HOME HAIR DRYERS



HAS
EVERYTHING!

7 95
List Price

THRIFTEE • • • • •

for volume sales.
Highest quality in low priced field. Beautiful plastic housing in gray, wine or beige. Hot or cold air. AC only.
List Price (with chrome stand) \$7.95



SUNNY • • • • •

Maximum beauty and performance in its price range. Superior to dryers selling for much more. Three sun-splashed colors. AC or DC. List Price (with chrome stand) \$14.95



UTILITY • • • • •

Professional performance at a minimum price. Portable use only. Hot or cold blast. Green hammerloid metallic finish. Long trouble-free performance. AC or DC. List Price \$17.95



GENERAL • • • • •

Ultimate in performance. Comes with detachable stand. Blue hammerloid metallic finish. Hot or cold air blast. Sturdily built for long hard usage. AC or DC. List Price (with chrome stand) \$19.95



ADMIRAL • • • • •

Tops in both beauty and performance. Acclaimed best on the market by thousands of users. Die-Cast housing, sturdy AC-DC motor, quiet fan. Hot or cold blast. Combination polished aluminum and plated finish. List Price (with chrome stand) \$21.95

All Master hair dryers exclusively equipped with famous PLASTURBO blower wheels. Also mfrs. of the WAMCO HEAT GUN. See your distributor or write . . .



Associations

Fighting the Ten Percenters

Atlanta dealers organize to clean up a local situation that had gotten badly out of hand; they've already stopped half the offenders

Atlanta's new Franchised Appliance Dealers Assn. has dried up about 50 percent of the "10 percenters" in the area and feels with some confidence that the others may soon fade away.

The "cut raters" got their start in Atlanta after the war. As in many other Southern industrial cities which were expanding rapidly, the demand for appliances was great. There was a wild scramble for business and, by and large, dealers had all the trade they could handle. It wasn't until the sales pace slowed down that franchised dealers began to realize the inroads made by firms offering discounts to government employees and employees of large industrial firms. Things had reached the point where one Atlanta dealer summed it up like this: "Any prospect who bought from an independent dealer at retail prices was ignorant or didn't care about prices."

A group of Atlanta dealers, anxious to promote good will and cooperation within the industry as well as to clean up the price situation, formed FADA.

What's Been Done. The new association has tackled backdoor selling and discount operations like this:

Individual members "shop" other outlets looking for price cutting, back door selling or other practices they consider to be detrimental to the best interests of the industry. They check also to determine if distributors are supplying merchandise to non-franchised dealers.

Mindful of the restrictions of trade laws, the association itself takes no action when a malpractice is discovered but its grievance committee reports the incident to members at monthly meetings. It's then up to individual members to take steps to have the practice corrected.

Association members have not confined their educational efforts to talking with distributors. They have also called the attention of other dealers to the unsoundness of "inventory dumping" or the mailing of form letters offering discount certificates.

The group plans to ask the next Georgia legislature to enact a law pro-



OFFICIALS of the Franchised Appliance Dealers Assn. of Atlanta go over plans for future activities. At left is president D. W. Lyons. With him is secretary J. H. Wood

hibiting the sale of merchandise from which serial numbers have been removed.

The association is also laying plans for a promotion and advertising campaign to stimulate business and to educate the public to the advantages of trading with franchised dealers. Major emphasis here will be on the service provided by legitimate dealers.

Officers of the new association are D. W. Lyons of Major Appliance Co., president; W. H. Sharpe of the Sharpe Appliance Store, vice-president; J. H. Wood, president of Wharton Appliance Co., secretary; and Ben T. Newcomer, president of Kitchen Specialty Co., treasurer.

Plamondon Heads RTMA

Board of directors votes to return presidency to a non-salaried basis; McDaniel named general counsel and Secrest advanced to executive vice-presidency.

Revision of the group's administrative structure and initiation of new promotional activities highlighted a three-day industry conference held in New York in mid-September by the Radio-Television Manufacturers Assn.

Heading the administrative changes was the election of A. D. Plamondon, Jr., as president of the group. Elected chairman of the board at the RTMA convention in June, Plamondon will now assume, in addition, the presidential duties formerly held by Glen McDaniel, the group's first paid president. Plamondon will serve on a non-salary basis. In other changes, general manager James D. Secrest became executive vice-president and McDaniel was named general counsel.

During the September meeting a broad industry effort to promote the sale of phonographs, records and recording equipment was launched.

Other business saw the establishment of a public relations and advertising committee within the set division and the inauguration of a program designed to provide service technicians with greater opportunities to obtain training in set servicing.

New President. The election of

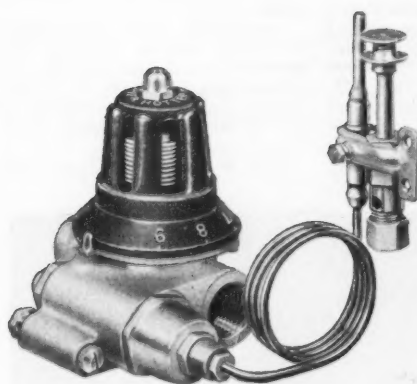
Plamondon as president of the association marked a return to the administrative pattern followed before McDaniel was named to head the group two years ago. Prior to McDaniel's selection as the group's first full-time head, the office of president was filled by RTMA members. After McDaniel's resignation was announced at the June convention of the association, a special organization committee headed by Robert C. Sprague was named to make a recommendation concerning McDaniel's successor. Later in the summer it was reported that naming of a successor would involve some time. When the September conference got underway the special committee proposed a revision in the RTMA structure which would return the presidential position to its previous non-salaried role. The board of directors approved the change and elected Plamondon to the presidency.

Phono Promotion. Representatives of all branches of the recording and playback industries attended the joint industry parley which laid plans for the promotion of recorded music and recording and playback equipment. An industry committee under the direc-



Gas Heater Dealers

See how Honeywell Controls can help boost your profits



V5163 Modulating Thermostatic Gas Valve

Provides accurate, safe control for any gas heater.

The thermostat accurately keeps room temperature at desired setting by modulating the flow of gas from full volume to a pre-set minimum flame.

Built-in safety pilot provides 100% shut-off in case of pilot failure. Has safe-lighting feature, too. Main line valve can't open until pilot is on.

The V5163 is easy and inexpensive to install, for it's small and compactly designed to fit the limited spaces common to space heater applications. It requires no outside electrical power.

You can make two profits, instead of just one, by selling Honeywell controls right with the gas heater. Many dealers find it easy to take advantage of this bonus profit opportunity—and also build greater customer satisfaction at the same time.

Honeywell-equipped heaters sell fast when prospects learn how Honeywell self-contained thermostats automatically keep temperatures at the desired setting. And, customer satisfaction is assured when the owner's family experiences the convenience of automatic heat and the added comfort Honeywell controls make possible.

Honeywell's many years of experience in the control field and its aggressive national advertising program are your assurance that most people know Honeywell and know Honeywell quality.

So ask for Honeywell controls on every shipment of gas heaters. Your manufacturer can install them at the factory.

Honeywell gas heater controls can also be purchased separately to fit any manual models in stock. Just call your regular supplier or one of Honeywell's 91 offices, located in key cities from coast to coast. Or for complete information, mail the coupon below.

V5140 Modulating Thermostatic Gas Valve

Another rugged, compact Honeywell control for application on manually controlled heaters already equipped with 100% safety shut-off.



BIG MODERNIZATION MARKET

You probably have many gas heater owners on your customer list who do not have automatic controls. Contact them... they'll want automatic heating furnished by a Honeywell thermostat, too!

MINNEAPOLIS
Honeywell



First in Controls

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Dept. EM-11-128, Minneapolis 8, Minnesota

Gentlemen:

Please send me descriptive literature on your V5163 and V5140 Thermostatic Gas Valves.

Name

Address

City Zone State

Series motor parts engineered for floor polishers; adaptable to food mixers and other household appliances.



Compact ball bearing series motor for high-speed grinders, pumps and small sanders.



Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.



YOU CAN FEATURE MOTOR PERFORMANCE

when the appliance is
powered with a...

Lamb Electric MOTOR

Today's value-conscious customers are interested in knowing why your motor operated appliances are a better buy. When the appliance is powered with a Lamb Electric Motor, you can tell them about the outstanding performance of the motor—its quiet, dependable operation; its long life; and the fact that it was built by a company which has specialized in small motors for thirty-seven years. This is a good point to keep in mind when you are selling... and buying motor operated appliances.

The Lamb Electric Company
Kent, Ohio

In Canada: Lamb Electric—Division of
Sangamo Company Ltd.—Leaside, Ontario

THEY'RE POWERING AMERICA'S *Finest* PRODUCTS

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER MOTORS

tion of J. A. Berman (Shure Bros., Inc.) was named to carry out the campaign. Among phases of the campaign are efforts to step up the production of combination receivers and phonographs and the inclusion of phono jacks on all radio and TV sets.

Two subcommittees were formed to lay the initial plans for the campaign. One, under the direction of John W. Griffin, executive secretary of the Record Industry Assn., will attempt to develop a slogan or theme for the campaign. The second, headed by N. C. Owen (Webster-Chicago) will aim at promoting cooperation with other associations in the field.

PR and Ad Committee. The new public relations and advertising committee was established upon recom-

mendation of John W. Craig (Crosley), chairman of the set division. Proposed activities of the new committee include support of the Voice of Democracy program and a proposal to increase interest in electronics among high school students. Chairman of the group is John F. Gilligan (Philco). Vice-chairmen are Ellis L. Redden (Motorola) for advertising and James M. Toney (RCA Victor) for public relations.

Service Training. The RTMA service committee has approved plans for sponsorship of a TV technician training course in the New York Trade School, a privately-endowed school. Member-manufacturers will furnish the necessary equipment and materials.

IAEL Holds 17th Meeting

Heads of 30 United States and Canadian leagues meet in Minneapolis; discussions cover all phases of cooperative promotion within the industry

Managers of 30 electrical leagues and a large number of utility men, manufacturers, distributors, contractors and dealers gathered in Minneapolis early last month for the 17th annual conference of the International Assn. of Electrical Leagues.

The varied program included speeches touching on all phases of cooperative promotion in the electrical industry.

In discussing means of developing sales power among dealers, Kelvinator's C. J. Coward told the group of a tiny bell which rang when a refrigerator door was opened. That led prospects to ask "What's that" and in turn reminded salesmen to mention features on the next higher-priced unit. The result: the average sale was jumped upward by more than \$48. If salesmen will utilize tools provided by manufacturers, Coward said, they can convince many prospects.

The necessity of "everybody getting

into the act" in promoting electric products was stressed by Carl T. Bremicker, vice-president in charge of sales for Northern States Power Co. He pointed out that an aggressive selling campaign must be clearly understood by all segments of the industry, must be properly timed and should be cooperatively financed. Finally, there should be an analysis of results. Speaking as a utility executive, he pointed out: "To make the meter turn we are dependent on somebody else and something else which has to be sold. We should for that reason work closely with those who sell electrical goods."

The meeting covered many phases of industry business, including adequate wiring and legal problems. Of greatest interest to dealers was a sales training form headed by Cliff Simpson of the Chicago Electric Assn. Participants included:

John W. Mock of Chicago who



CONGRATULATIONS on election to presidency of IAEL are extended to R. B. Hubbard, right, of Denver by St. Peter, Minn., dealer Bill Ritt.



THE BEST WAY TO REAP MORE PROFITS!

STOCK
PRESTIGE-
LEADING

Capehart

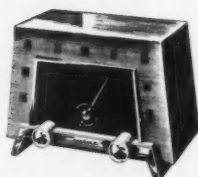
RSVP*

When you sell a Capehart to a customer, you've made a long-term investment that will make profits for you now and in the future. For Capehart quality performance and workmanship assure you of complete customer satisfaction—satisfaction that turns *first* customers into *permanent* customers. Only Capehart provides the brilliance of Crystal-Clear Picture . . . world-famous Symphonic-Tone . . . the new chassis with *Reserve Supply Video Power for clearer, brighter pictures . . . and cabinetry that is the standard for styling and craftsmanship. A Capehart franchise may be available in your territory . . . see your Capehart distributor or write Fort Wayne.

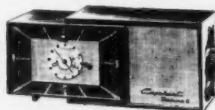


The CAPEHART "Monticello."
Smartly-styled cabinet—with life-like 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone, new Extra Power Margin chassis. Only . . . **\$349⁹⁵****

Capehart



The CAPEHART Table Radio (Model T-522). As distinctive in styling as it is in performance. Automatic volume control, tone compensation, Vernier tuning. Plastic cabinet in choice of rich decorator colors. **\$29⁹⁵****
Only



The CAPEHART "Deluxe 6" Clock Radio (Model TC-62). The world's most beautiful, most imitated clock radio. 6-tube performance, an accurate clock, a superb radio, turns on appliances. In rich green and choice of other decorator colors. Only **\$49⁹⁵****



The CAPEHART "Charlestown." For those who must economize in space, but demand the finest. 21-inch Crystal-Clear Picture, Capehart Symphonic-Tone System. Amazing Extra Power Margin chassis. **\$399⁹⁵****
Only

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana
An Associate of International Telephone and Telegraph Corporation

**Zone 1 price.

TUNE IN
"ARTHUR GODFREY TIME"
 PRESENTED BY **OWENS-CORNING
 FIBERGLAS**

over CBS-TV and Radio coast-to-coast



**12,000,000 people
 every week
 see and hear the Fiberglas story
 as presented by
 ARTHUR GODFREY!**



* Fiberglas and Dust-Stop are trade-marks (Reg. U.S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

Now more than ever...
**A SWELL FEATURE TO HAVE...
 A SWELL FEATURE TO SELL!**



said, "Dealers say you cannot get back to door to door selling on account of discount selling. We thought it might be a good idea to survey the customer. The customer thought he was forgotten by the man who sold him."

Miss Evelyn Determan of the University of Minnesota reported on a results of a survey on small appliance selling. Sales persons were found to be courteous, knew how to operate the buttons, but didn't tell how the product would benefit the customer, didn't get the prospect's hand on the merchandise, were weak on a close and didn't get names or phone numbers.

Willie Mae Rogers of Admiral said: "Appliance dealers do business with women. A home economist can help bridge the gap in understanding their problems. The power company's home economists are far afield from sales. They can be brought closer, can help cure the ills in the merchandising business. You can get sales-minded women to work with dealers. Women consider everything on a personal basis. The sales story should be fitted to that quality but most salesmen tell a nuts and bolts story. Women want to know what it is going to do for 'me'."

Other speakers included Albert Coumont of RTMA, Alfred Byers of NAED, J. T. Coatsworth of EEL, A. W. Bernsohn of NARDA, John Sullivan of General Mills, Gideon Seymour of the Minneapolis Star and Tribune and Gordon Volkenant.

New officers elected at the meeting include R. B. Hubbard of Denver, president, A. L. Maillard of Indianapolis, vice-president, E. J. McGinnis of Cincinnati, secretary and H. E. Cook of Detroit, treasurer.

Named CEMA President

Brig F. C. Wallace has been elected president of the Canadian Electrical Mfrs. Assn. An executive of a number of Canadian firms, Wallace is the holder of distinguished records in both World Wars.

Luau for VCMA



FEATURED ACTIVITY on the social program of the September meeting of the Vacuum Cleaner Mfrs. Assn. in Hot Springs, Va., was an Hawaiian "luau." In costume for the affair were Mr. and Mrs. Robert Orr. He heads G-E's cleaner department.

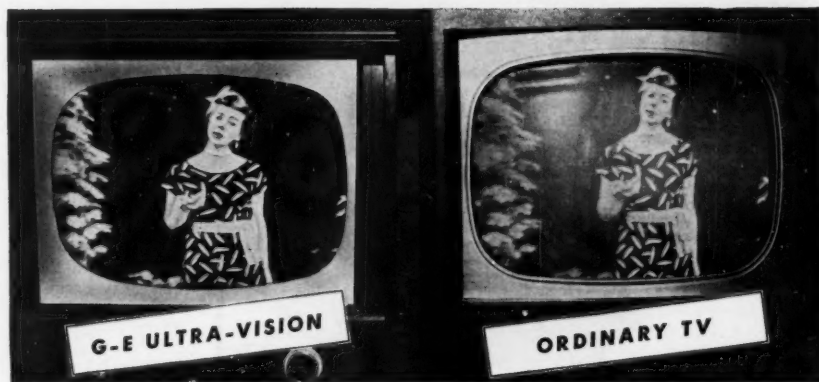
G-E ULTRA-VISION SWEEPS COUNTRY!

**SIDE-BY-SIDE COMPARISONS
WITH ALL COMERS CREATE
LANDSLIDE ORDERS FOR G-E-I**

Make the great "show-down test" right in your store in broad daylight! Put any TV set you have in stock—yes, ANY set regardless of price—up against G-E Black-Daylite TV with Ultra-Vision. Tune in the same program *yourself* on both sets. The difference is so startling—you realize here is black and white contrast that's been impossible in any TV until now. The greatest range of tones ever achieved! Here's why: G-E Ultra-Vision is the only TV with the G-E Aluminized 21-inch tube... *plus* the new G-E Stratopower Chassis (267% more pull-in power than previous sets)... *plus* the G-E dark-tone, tilted safety glass that increases contrast, banishes annoying reflections and glare.

Yes, side-by-side comparisons sell G-E Ultra-Vision on sight. That's why dealer orders—coast to coast—are exceeding distributor quotas. Get your order in now so you'll be stocked to cash in on the sweeping nationwide success of new G-E Ultra-Vision. Phone your G-E television distributor right now for a demonstration in your own store.

General Electric Co., Receiver Dept., Syracuse, N.Y.



Here's an actual photograph taken of two TV sets side by side receiving the same telecast program. Both sets were subjected to the same blinding floodlights to illustrate the extreme difference in black-to-white ratio under the most adverse circumstances. You will get the same proof of superiority of G-E Ultra-Vision in comparison with any TV set under any degree of illumination—from brightest daylight to the darkest room.



BLACK-DAYLITE



ENGINEERED FOR BOTH VHF AND UHF

● World's only TV with 21-inch G-E Aluminized Picture Tube that mirrors light toward you, sharpens contrast, increases picture brightness up to 100%. Tilted dark-tint safety glass and cylindrical tube give the widest range of picture tones ever achieved, virtually banish all glare and reflections for easiest viewing in TV history.

LUCILLE BALL, Star of CBS Television's "I Love Lucy!"



Model 21C201. Magnificent open-face 21" console with genuine mahogany veneers. Swivel casters. \$419.95*



Model 21C202. Genuine comb grain American oak. 21" console of modern design. Concealed casters. \$439.95*



Model 21C214. All new 21-inch console. Beautiful doors framed in solid mahogany. Swivel casters. \$459.95*



Model 21C206. Finest example of American Provincial design in genuine black cherry veneers. Beautiful matching half doors. 21-inch tube. Easy-moving swivel casters. \$449.95*

*Includes Federal Excise Tax, one-year Factory Warranty on picture tube and 90 days on parts. Slightly higher West and South. All prices subject to change without notice.

You can put your confidence in—

GENERAL



ELECTRIC

*Make more
mower money!*

SELL QUALITY IN QUANTITY WITH THE HURRICANE LINE

Hurricane Senior — A 20" model for big estate and suburban lawns. Packed with power — strong on stamina.



You'll miss a golden opportunity if you don't display the famous Hurricane line next spring. Dealers find Hurricane a cinch to sell. Customers are overwhelmed by the superior quality of these precision-built rotary power mowers . . . quality that has never failed to prove itself in sales.

The fact that Hurricane is a big-profit, big-volume line has been established again and again. Why else did Hurricane dealers double and even triple their orders last season?

If you're interested in making more money on power mowers, it will pay you to stock the Hurricane line. Get the straight story on these easier-selling mowers today. Send the coupon below for complete details.



Hurricane Junior — 18" replica of the big Hurricane. Trim, lightweight — for small and medium-sized city lawns. 2 h.p. engine.



Hurricane Glider — the economy model. 2 h.p. engine — 18" cutting swath. A top-quality mower at a budget price.

Engineering Features That Gear Hurricane For Quick, Easy Sales

- 4-cycle, 2 h.p. gasoline engine
- automatic governor control for constant engine speed
- full-floating friction drive
- adjustable cutting height — $\frac{1}{2}$ " to $3\frac{1}{2}$ "
- 4 large, equal-diameter wheels
- special hinged safety guard and grass throwout
- folding handle for easy starting and storing
- parts and service always available

Parts Always Available

Spare Hurricane parts are always in stock. Orders shipped the day received. All new modifications fit any model in the line — no matter what year it was produced. No Hurricane ever becomes obsolete!

National Metal Products Co., Inc.
Dept. E-7, 2722 Cherry Street
Kansas City 8, Mo.

Send me the profit-making facts on the Hurricane line.

Name
Address
City
State

PRODUCTION

1952: Happy Ending Ahead

Not all lines will equal or better last year's marks but business ahead looks good; higher prices and some metals shortages are main problems facing trade

Last month it began to look like a "race to the wire" in the appliance-radio-TV industry's effort to better 1951 figures.

For a few products (dryers for instance) the task of matching 1951's figures was going to be a push-over. For a few others (television, for example) there appeared to be a fighting chance that 1952 totals would be better than last year's. But a number of other product lines (including refrigerators and ranges) would have to pull a startling recovery in the final months of the year if they hoped to equal 1951 figures.

But regardless of whether 1951 figures were equaled, the trade was apparently destined to greet the New Year on a happy note. The summer-time sales recovery has now extended into the fall and most manufacturers willing to go out on a limb now feel that it will extend well into 1953. There were problems ahead but optimism was the current fashion in the trade.

The Boom Is On. There were evidences of the industry's health at almost every level. Stepped up production at the factory level was reflected in announcements of additional shifts and the employment of additional workers. And stepped up sales at the wholesale and retail level were reflected in tabulations of local

area business released by various utilities.

Here's the way manufacturers were reflecting the sharply improved sales pace:

—Westinghouse's appliance division in mid-September announced plans to increase production by 25 percent or better within three months. Early in October the firm's television-radio division reported that employment and production figures had hit an "unprecedented high" with employment 28 percent ahead of the same period in 1951 and production for eight months running 35 percent ahead of 1951. Radio production is sold out and no further orders are being accepted for the balance of the year; all of the firm's TV models are on allocation.

—Du Mont reported that TV shipments during the company's ninth fiscal period (August 11 to September 7) were higher than in any comparable period in the firm's history. The previous high was set immediately after the outbreak of hostilities in Korea.

—Admiral's third quarter sales were about 20 percent ahead of the same period last year and the company expects fourth quarter sales and earnings to exceed those for the same period in 1951.

—Employment at the Apex Electrical Mfg. Co. has reached the high-

Polar Garb for Lab Visit



ARTIC CLOTHING is donned by D. S. Smith, left, president of Perfection Stove Co., and Curtis Lee Smith, president of the Cleveland Chamber of Commerce, as they inspect Perfection's new 90-below-zero laboratory.

For banner year-end sales and profits—start pushing WEBSTER ELECTRIC'S "BIG 3" NOW!

Every sign points to greater-than-ever sales this Fall season for dealers who push Webster Electric's three big leaders: EKOTAPE recorders, FEATHERIDE crystal cartridges for record-players and phono-combinations and TELETALK intercommunication systems.

The time is ripe—the appeal is right—and Webster Electric's "pull-all-stops" advertising campaign is hitting the consumer market with a drive never equalled before. Capitalize on Webster Electric's 43-year-old reputation, too—for consistent leadership in styling, construction and performance. With Webster Electric's "Big 3," you can deliver a two-fisted, "rock-'em, sock-'em" sales punch that's sure to be a knockout! Want more facts? Fill out and mail coupon today!



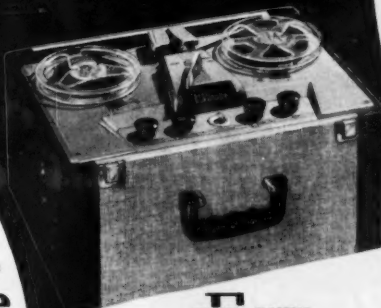
TELETALK
WEBSTER ELECTRIC
INTERCOMMUNICATION

The surface of the TELETALK market in your area has barely been scratched! Office, store, school and factory prospects are just waiting to be shown how drastically TELETALK can cut operating costs by eliminating needless steps. You've got the quality story to tell: famous Webster Electric designing and performance—new, modern styling—plus moderate price and a minimum of service.



FEATHERIDE
WEBSTER ELECTRIC
CARTRIDGES AND PICKUPS

If you have a radio-phonograph service department, you'll appreciate the fact that FEATHERIDE Pick-up Cartridges are available in two models to fill practically every replacement need—the AX for 3-speed changers and record players, the WS for 78 RPM machines. No big inventory—no replacement chart!



EKOTAPE
WEBSTER ELECTRIC
RECORDER

Tell your customers about EKOTAPE's superior construction and exclusive features—including its unique central speed-and-direction control that makes EKOTAPE undeniably the easiest of all tape recorders to operate. Show them the handsome styling of the new EKOTAPE... demonstrate its faithful tone-reproducing qualities. You'll make the sale—because EKOTAPE is priced right to clinch your demonstration!

Webster Electric Co., Racine, Wis... Established 1909

WEBSTER ELECTRIC

RACINE ♦ WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"

WEBSTER ELECTRIC COMPANY, Dept. EM-11, Racine, Wisconsin
Tell me how I can increase my sales and profits with—

☐ Teletalk Intercommunication Systems
☐ Ekotape Recorders
☐ Featheride Replacement Cartridges

Name _____ Position _____
Firm name _____
Street address _____
City _____ State _____

CASH ON THE LINE

FOR YOU... *Quicker Sales, More Volume!*

FOR SALES PEOPLE... *A Direct, Money-Making Incentive!*



Here's a fast-stepping idea certain to brighten your sales chart . . . and your sales force! Make sure every sales person knows about it . . . for his and your benefit.

THE SILEX CHRISTMAS BONUS PLAN puts extra cash in the pocket of every sales person . . . for the sale of Silex items (listed at right) between Sept. 1 and Dec. 31.

COUPONS WITH A CASH VALUE will be attached to each package from Sept. 1 on. Accumulate the coupons . . . mail to us. We'll send out a check promptly to your clerks for the coupons presented.

START NOW! Be sure everyone on the sales floor knows about this money-making opportunity! It's the answer to their need of "more money" at Christmas. It's the answer to your need of an ever-growing volume!

The **SILEX**[®] Co., Hartford 2, Conn.

Make It a
Merrier
Christmas...

SELL SILEX

COFFEEMAKERS
ELECTRIC STOVES
COFFEEWARMERS
CARAFES
GIFT SETS



est point since World War II.
—General Electric reported that retail sales of its major appliance lines in the first eight months of the year were within 3.5 percent of those reported for the same period last year. Sales since the end of May were 4.5 percent ahead of 1951.

Roadblocks Ahead. Reports like this were the bright side of the industry picture. There were, however, some very real obstacles ahead.

Crosley's John Craig last month summed one of the problems up like this: "Prices have simply got to go up as the increases in material and labor costs from the steel wage settlement are eventually fully felt. . . . There is no more 'give' in the price structure. Manufacturers, distributors and dealers have all been operating on dangerously close margins for the past year. They are in no position to absorb any more cost increases."

No manufacturer would argue with Craig that pressures were building up which might produce higher prices. At least one firm, however, felt that appliance prices would hold at about today's level because of the competitive situation within the industry.

In the TV industry, higher prices were already a matter of record. Many firms had announced price hikes by mid-October, even though most of these increases affected only certain models in the line. Even firms which had not already announced price increases could do little more than express hope that they could avoid such a move. "We are making every effort to hold the line," Westinghouse's TV division manager F. M. Sloan reported last month. "But in the face of steadily rising costs that every industry is feeling, some upward price adjustment may have to be made."

The price increases that had been announced were selective ones and by and large left the price of leader models untouched. Motorola upped prices on seven of 33 units, having decided against an across the board increase in the hope of "retaining prices which will meet first quarter competitive requirements." CBS-Columbia upped prices of several medium and higher price units by \$10 to \$30. Admiral announced a five percent increase on "some" sets.

Materials Troubles. The effects of the steel strike were being felt throughout the industry last month. One firm admitted that it had not cut back production but would have been forced to make a 35 or 40 percent cutback if it had not gone into the market for conversion steel to make up for steel it was not getting from the mills. Crosley's Craig called the effects of the strike "drastic" and said he felt acute shortages would remain "far into the second quarter of next year". In September G-E's Clarence H. Linder reported that the firm's major appliance plants were, for the most part, operating on production schedules "equal to or exceeding those in effect before the steel strike." He added that temporary shortages of ranges, some refrigerators and freezers, automatic washers and dryers and most water heater models "may be expected before the year is out" as a result of the strike.



HAAG

★★★★

Today's Best Washer Value

If your washer sales are slow . . .

offer your customers the Haag 4 Star Washer Line! It's today's best washer value.

The Haag line is precision built, with outstanding top quality features . . . real *selling* features that turn prospects into customers!

Haag looks good on display. Its shining white Vinyl enamel is baked on to stay new-looking for years! Tub is one-piece, rubber-cushioned, roomy. Has an anti-splash rim, snug-fitting lid, large, quick emptying drain. Designed to make customers want it on sight. And it's priced at a figure they can afford!

Write The Haag Company, Fairfield, Iowa or ask your distributor for full specifications and details today. Give more value . . . get more customers with Haag!

THE HAAG COMPANY

Fairfield, Iowa

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★

★

★ **4 STAR FEATURES** ★

★ GENTLE ACTION WRINGER DUAL LIFE GEARING ★

★ DOUBLE QUICK AGITATION TURN-FLO TUB ★

★ A Profit Builder For You ★

★ A Bargain For Your Customers. ★

★ A complete line ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



HAAG
★★★★★
WASHERS



TELE KING TELLS TV PROFIT STORY

The profit story of TELE KING INC., of 601 West 26th St., NYC, can probably be best summed up in one neat phrase — "The Biggest Markup In The Industry." But that wouldn't be the entire money-making picture. The profit assured each dealer by Tele King's great markup is further insured by the outstandingly engineered Tele King tuner with less

moving parts than any other set. The results of this excellent engineering is—less service calls for the dealer. Then too, Tele King is styled to attract quick sales. Every cabinet is styled with sure-fire "sales appeal" that does half the job of selling for the dealer.

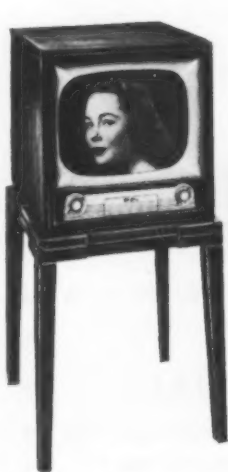
The TELE KING story of greater net profits is vividly realized in the

facts that Tele King offers profits that no other line can match, and with the great extra Tele King margin the dealer can approximately double his net profit. All this adds up to one of the sweetest business stories ever told—the Tele King profit story. A story that can easily become your profit story too, and now is the time to cash in on it.

DON'T BE MISLED BY LOW LIST PRICES!

...It's The Net Profits That Count!

Don't let the allure of low list prices divert your selling effort from profitable channels. Tele King's story is still the sweetest story ever told... the story that never grows old... the story of greater profits! Yes, for greater profit and less service headaches, Tele King is the set worth selling!



K11 — Open-front 21" Table Model TV, with removable glass front and new non-glare feature. Contemporary styling, in ageless mahogany, hand-rubbed to a lustrous finish. Also available in limed oak.



KD71X — 17" TV, Phono, Radio, Mahogany Console model in graceful 18th Century motif. The complete home entertainment unit. Also available with 21" TV. Both models available in limed oak.



KD13—21" Console TV, with removable glass front and new non-glare feature. Traditional Early American, in luxurious mahogany, hand-rubbed to set off its matchless grain and color.

All Sizes... All Styles

...All Superb — All

Tele King CORPORATION

601 West 26th Street, New York 1, N. Y.

DON'T WORK FOR PEANUTS—SELL TELE KING, AMERICA'S NO. 1 PROFIT LINE!

SERVICE

Bettering Service

A program designed to make good service on electric housewares more easily available has been launched by the National Appliance Service Assn.

The program, announced after a meeting of the group's board of directors in Denver in September, includes:

- sponsorship of a parts and service manual showing parts and assemblies together with factory list prices.

- creation of an aptitude or job evaluation test for use in hiring and training employees.

- studies of incentive work plans.

- panel discussions at NASA conventions on "How To Improve Service."

- manufacturer clinics at the national meeting.

- studies on cost accounting, advertising, inventory control, stock storage, labor saving forms and devices, shop hints and other items of interest.

During the board meeting the term of office of secretary-treasurer Charles S. Skiff was extended to May, 1954. Under the new agreement this term is to be automatically renewed for a two year period, with the board's approval, at the beginning of each fiscal year. Skiff was also made executive secretary of the association during the meeting.

Growing Business

An electronic renewal market of one billion dollars a year by 1955 was forecast recently by H. F. Bersche, renewal sales manager of RCA Victor's tube department. And, continued Bersche, by 1960 this market should have reached an annual volume of over two billion dollars.

Addressing the third annual convention of the National Electronics Distributors Assn., Bersche warned that within the next three years the electronics distributing industry must grow two-thirds larger than it is today and that within the next eight years it will grow to three and a half times its present size.

Spearheading this growth, Bersche said, are five electronics developments: UHF television, microwave relay, industrial TV, transistors and color television.

Service Winners

Television service dealers in Cambridge, Mass., San Bernardino, Calif., and Chicago were among the top winners in a recent business-building contest sponsored by General Electric's tube department. Each of the three top winners—C & W Television Service, Inc., in Cambridge, The Harris Co., in San Bernardino and Young's Radio & Television in Chicago—received a new Dodge panel truck. In addition, 100 other winners received their choice of matched golf irons, jewelry or a fishing kit.

are
complaints,
returns,
servicing
putting the
BIG SQUEEZE
on your
profits?



Between rising selling costs and lower profit margins, the retail operation is tight enough, as it is. Add complaints, returns, excessive servicing and the screws are really on.

There is an answer—feature more products with the Good Housekeeping Guaranty Seal. When you sell these items, they stay sold because they're guaranteed*. Naturally, this cuts down your servicing—another important saving.

Don't let the big squeeze cramp your style. Get out from under now, by featuring products backed by the Guaranty Seal.



*Women know—the product
that has it, earns it.*

GOOD HOUSEKEEPING

35¢ per
copy

THE HOMEMAKERS' BUREAU OF STANDARDS
57th Street at 8th Avenue, New York 19, N. Y.

10,650,000
~~9,971,000~~
readership

NEW LINES



CALIFORNIANS were guests of Gibson general sales manager J. L. Johnson during firm's distributor meeting in Chicago last month. From left to right are D. W. Capelli and D. Ash of Graybar, Los Angeles, and Johnson.

Showmanship at Work

Gibson adds a touch of Ziegfeld in showing its 1953 lines to distributors; company adds room air conditioners and upright freezers to lines

There's a bit of the Ziegfeld technique in the way Gibson Refrigerator Co. runs a convention. The firm's early-October distributor meeting included touches of comedy, a professional beauty (Miss Chicago) and the unveiling of a 1953 line which included two new products—upright freezers and room air conditioners.

Some 500 distributors and their men attended the show, 150 more than had been expected. Keynote of the program was "Demonstrate the Difference".

The crowd seemed to show the greatest interest in the firm's new freezer line, a seven model group which includes three chest-type and four upright units. Major emphasis

was placed on an 11 cubic foot upright which carries a retail price of \$389.95. Charles F. Pearson, manager of food freezer sales for the company, handled the introduction of the line.

Range sales manager W. J. Browne introduced the 1953 Gibson range line. Top of the line was priced at \$399.95 with models at \$359.95, \$299.95 and \$269.95. Prices on several other models were not announced. Because the firm thinks that the deep-well cooker is losing its popularity, several of the models have four surface units.

Room coolers constitute a \$100 million business at retail and one room air conditioner is sold for every ten re-



GIBSON DIVISIONAL sales manager E. D. Jacobs shows off his "hunting" cap to W. S. Motto of Midwest-Timmerman during Gibson's October distributor convention in Chicago.

frigerators, Paul Neubert told the group in introducing the new Gibson cooler line. Gibson will market $\frac{1}{2}$ and $\frac{3}{4}$ hp. units with the latter available in both 115 and 230 voltages. The models are interchangeable insofar as installation requirements and a customer can step up to a bigger unit without additional installation.

The industry will sell 3.5 million refrigerators in 1953, George A. Lubnow said in introducing the firm's refrigerator line, and all but one million of these will be sold as replacements. Sales features include full length doors, horizontal freezers, large capacity, automatic defrosting and a swing-out shelf which holds 75 pounds of food. A colored interior in "cameo cream" has been added.

For details of the new lines, see the December New Products section.

Expanding the Line

Introduction of two new product lines—room air conditioners and upright freezers—highlighted the annual Coolerator convention held in Duluth early this month. Over 300 distributor principals and executives were on hand for the unveiling of the new models in the Hotel Duluth.

The air conditioner line includes four models in $\frac{1}{2}$, $\frac{3}{4}$, 1 and 1 h.p. sizes. Major emphasis was placed on the compactness of the units. The three smallest sized units will fit into a 24-inch window.

The upright freezer line includes three models in 32, 25 and 18.3 cubic foot sizes. The 32 foot model is a two-door unit with space for 1127 pounds of frozen food. The other models hold 882 and 641 pounds.

Shortening the Line

Crosley unveils what it calls a new marketing concept by showing a refrigerator line limited to nine models; new room coolers also introduced

A drastically-shortened line of refrigerators was unveiled by Crosley last month at a series of regional distributor meetings.

The new nine-model line (compared to 16 in last year's series) constitutes, according to Crosley vice-president William A. Blees, a "new marketing concept." Crosley executives feel the shortened line will be advantageous to consumers, distributors, dealers and to the firm itself.

During the introductory meetings, Blees also discussed other changes which he felt must be made in the marketing structure of the industry. He urged distributors to investigate the advantages of exclusive franchises at the retail level and advised their salesmen to make a beginning on this plan by selecting 10 dealers in their area on whom they can "more or less depend."

Shorter Lines. The firm had more to talk about than shortened lines,

however, as it introduced its refrigerators. Each model (including a 7-cubic foot box at \$199.95) has a horizontal freezer and all custom models (including one priced at \$289.95) have automatic defrosting. The \$199 and \$289 units plus a 9.5 cubic foot model at \$299.95 will be "poison" to competition, Blees told a press conference before the lines were introduced.

Multiplicity of models in almost every manufacturer's refrigerator line has led to "near-chaos in marketing," Blees said in explaining Crosley's move in shortening the line. "Both buyers and sellers were so overwhelmed by such a variety of models that sales were often postponed and permanently lost, simply because the customer couldn't make up his mind in the veritable jungle of brand names and model numbers." Pointing out that today's appliance dealer carries many appliances not on the market 12 to 15 years ago, Blees said: "If a dealer is going

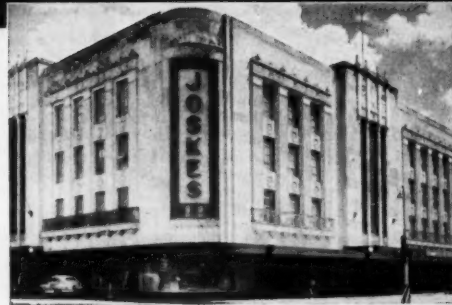


COFFEE BREAK during Gibson convention finds distributors surrounding freezer sales manager C. F. Pearson and one of his new upright units.

Another case history of the Profitable Magnavox Franchise



Evan R. Moon
Merchandise Manager
Major Appliance Department
Joske's of Texas
San Antonio, Texas



Joske's of Texas, San Antonio, Texas

"Joske's of Texas" reports:

"Among the Magnavox principles contributing to our success is the protected distribution policy which eliminates chiseling dealers and back-door distributor deliveries." *Evan R. Moon*

- "This year Joske's celebrated their fifth anniversary as a Magnavox dealer. The event was marked by three record sales months—1200 Magnavox instruments during May, June and July!
- "In addition to the Magnavox protected distribution policy, Mr. Moon credits the following reasons for Joske's big success with Magnavox instruments:
- "Minimum service costs, which have a

definite mark-up percentage value.

- "The radiation of complete satisfaction and good-will from our thousands of Magnavox happy users—a powerful sales influence.
- "The fact that Joske's employees are so enthusiastic about Magnavox products. A high percentage have Magnavox instruments in their homes.
- "We want to thank you," wrote Mr. Moon, "for the splendid cooperation, fine merchandise, the profit opportunities and the excellent policies of Magnavox. We are proud of our association with you."

7 REASONS WHY

Magnavox is the best franchise for building a sound, profitable business—

- 1 Protected Markets. 2 Direct Dealings. 3 Longest Discounts. 4 Reliable Prices.
5 More Advertising Dollars Per Dealer. 6 Sound Merchandising Help. 7 Staunchest Owner Loyalty.

the magnificent

Magnavox

BETTER SIGHT . . . BETTER SOUND . . . BETTER BUY

television - radio - phonograph

COAST-TO-COAST THE STORY IS THE SAME . . . for a sound, profitable, long-term business, Magnavox is the BEST franchise.

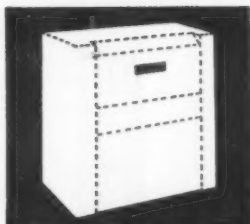
THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA • MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS

Remember this?

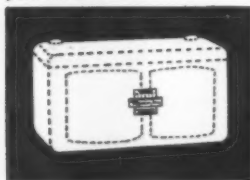
Weeks or June brought both the sun and the customers out of hiding. Air conditioner and fan sales boomed from Washington to Boston until they careened into the stone wall of short supplies. One big maker sent his top small appliance specialist to the Massachusetts factory to speed fan shipments. Another producer, making 78,000 air conditioners this year, said that he was 20,000 units oversold and by July 1 had shipped 50 percent more than he sold in all of 1951. And dealers all over the East were scrambling for air conditioners of any make and any price. Some of the effects of awakened consumer demand were ironic. Dis-

Reprinted from
Electrical Merchandising
August, 1952

Now's the time



Remington's new models — with new beauty, new mechanical improvements, new operating advantages — will be presented soon.



to get ready for the biggest year ever in room air conditioning... to get set right with Remington, the most complete, most dependable line you can handle.

Now's the time

to find out about Remington's new promotion programs, both national and local... to hear the benefits of the Remington Franchise, with new merchandising help and new tools to make profitable sales easy.

Now's the time

to make sure you will have the beautiful new Remington Room Air Conditioners to sell. See your local Remington distributor, or write us today.



REMINGTON AIR CONDITIONING DIVISION, 9-1 Willey St., Auburn, N. Y.
Tell me about the Remington Franchise.

Name _____

Company _____

Address _____

City _____ State _____

95-1

to stock, sell and service all of these items properly he's got to have lines of fewer models that he can carry in entirety so his inventory is in line with working capital, credit and facilities for display."

The advantages for Crosley in limiting its lines was explained by vice-president and general manager John Craig: "During the coming months manufacturers, distributors and dealers all are going to have to use their ingenuity to hold against rising costs of doing business, even granting some price increases, if they are once again to operate on economically sound margins. . . . A short product line affords opportunity for savings to distributors, dealers and consumers as well as manufacturers. With fewer models we can increase volume on each model and effect savings. At the distributor and dealer level a shortened line of appliances means lower inventory and selling costs."

Fewer Lines. Speaking to the distributors during the introductory meetings, Blees was freely critical of the marketing structure of the industry today. He predicted the continuing "filling out" of product lines by major

manufacturers. Acknowledging that some firms were expanding their dealer structure, Blees counseled action in the opposite direction. Taking a look ahead, he pointed out that if exclusive franchises are instituted at the dealer level there will be only enough dealers to handle the lines of relatively few manufacturers. He said there are currently 71,000 refrigerator dealers in the country and pointed out that if a manufacturer needs a minimum of 10,000 outlets to cover every market area there would be sufficient retailers to handle only seven major lines. He advised distributor salesmen to select the best dealers in their area and to work with them to organize a distribution structure on which each party could depend.

Air Conditioners, Too. The firm also unveiled its 1953 line of room air conditioners during the meeting. The four units range in size from one-third to one ton and the three larger ones have thermostats as standard equipment. The line will continue to be manufactured for Crosley by Fedders-Quigan and Blees said that the firm had placed orders for "100 percent more than a year ago."

With Sure Swiftness

That's the way air conditioning is moving into American homes, Carrier's Wampler points out as his firm unveils two new product lines

Carrier Corp. last month took the wraps off two new air conditioning lines—a completely re-designed room air conditioner and a new low-priced year-round air conditioning unit for residential use.

But members of the press got more than merely a new product showing when they gathered at New York's Sherry-Netherlands in early October to hear Carrier president Cloud Wampler. There were, said Wampler, matters even more important than new products to be discussed. With that, Wampler launched into a discussion of industry trends which, he said, lead Carrier to feel that "air conditioning will move with sure swiftness further and further into the lives and homes of people everywhere."

The Market. Wampler dealt first with the market for room air conditioners. He predicted that 1952 sales would total 362,000 units, 80 percent better than last year. For 1953 he forecast sale of about 450,000 units. And that, he said, is only the beginning. "Well within 10 years," Wampler concluded, "there will be at least one room air conditioner in five million American homes."

While admitting that room air conditioning had been grabbing the biggest share of the public's attention in the past few years, Wampler contended that "there is at least an equal long-range opportunity in the field of year-round residential air conditioning." There are three reasons for this, he said:

1) True air conditioning involves

more than a room unit can possibly produce.

2) A home can be air conditioned not only better but cheaper by a central unit, and

3) The central unit does not create problems of decoration or servicing.

Wampler said that 50 percent more year-round units would be sold by the industry this year than in 1951. He also pointed out that Carrier expected a 100 percent increase in its business next year (and admitted that Carrier now does over 25 percent of industry sales on this type of unit). He predicted that air conditioned homes would "very soon" be generally available at prices as low as \$10,000.

The Products. During the press preview, company officials placed major emphasis on the "hideaway design" of the new window air conditioners. This design, they said, allows installations that were possible before only if the units were greatly modified. The unit is completely enclosed in an insulated box of girder construction. Thus it can be installed so that only the grille extends in the room or so that the entire unit is located in the room. It can also be set in a transom or in the top of a window.

Air passing through the units is twice cooled, dehumidified and filtered. It is handled at low velocity which contributes to quiet operation.

The hideaway design of the units also makes possible a solution of the problem of installation in casement windows, Carrier officials pointed out. The unit can be operated entirely



*So Superior it can be
sold with a One Full Year
Guarantee—in writing*

Ready for *immediate delivery*, here is a sensational new TV value from Hallicrafters! The gleaming, modern plastic cabinet frames a big 20" tube with non-glare tilted glass front. And this new set is *sensibly priced* to give dealers a good profit plus an edge on competitive makes. Priced to give customers top value for their TV dollars!

• • •

Hallicrafters Model 1075—Unmatched picture quality in 20" rectangular tube. Clean, modern lines executed in rich mahogany finish. Control panel is in smart Hallicrafters Smokey Black. Easy tuning—steady, clear picture.

Model 1074 available in blonde.

Now! An Exciting New Example of **Hallicrafters TV Quality**

**A BEAUTIFUL NEW 20" TABLE MODEL, PRICED TO GIVE CUSTOMERS
TOP VALUE...TO GIVE DEALERS A GOOD PROFIT!**

*Quality...Easier to Sell
because it's easier to prove!*

Claims of quality can be made by many. *Proof* of quality can be assured by few.

Among all manufacturers in the United States today, Hallicrafters has the largest experience in building precision instruments of communication using television frequencies!

The Hallicrafters name and Hallicrafters performance are famous around the world and Hallicrafters equipment is used by 33 governments.

Why follow the false prophets of profitless *low* prices or out-of-reach *high* prices? Major in the quality that's *easier* to sell—Hallicrafters quality—easier to prove—guaranteed to your customers in writing.

Phone, wire or write for complete details today . . .
Hallicrafters Company, Chicago 24, Illinois.

*Profit with Hallicrafters . . .
the Quality Line at Sensible Prices!*

hallicrafters Guarantee

*to your customers
—in writing!*

"Every Hallicrafters Television Receiver is built with such remarkable precision that we give you a written warranty on *all parts* for *one full year* from date of purchase, at *no extra cost*! You take no chances on costly replacements. Each Hallicrafters set is precision-built for *guaranteed* quality and your protection—your customers' protection—is in writing!"

hallicrafters

World's Leading Manufacturers of
Precision TV and Radio

Plan Now FOR BIG HOLIDAY LIGHTING SALES



Three-way Profits Steber Utilites—Color Equipment— Sealed Beam Lamps

Thousands upon thousands of home owners are ready to buy lighting equipment for the holiday season. Get in on the big 3 way profits being made selling Steber Utilites, Color Equipment and sealed beam Lamps. Stock up now! Utilite prices have been reduced for volume sales! Sturdy construction, long lamp life, color equipment, and easy mounting provide spectacular lighting effects that your customers can enjoy the year around!



NEW Aluminum Utilites

Now all-aluminum Utilites have been added to the Steber line to meet the demand for an inexpensive unit to withstand severest weather and even salt air and spray. Types with base plates and/or spikes for ground mounting are available. All units are fully wired ready to plug in and are U.L. approved. Gasket is supplied with each Utilite to make weatherproof seal between lamp and socket.

Color Kits for Extra Profits



Steber Color Kits sell on sight! Dramatic lighting effects are easy to achieve with several Utilites. Here's an ideal combination for bigger lighting sales. Color kits contain a lens holder and red, green, blue or amber lens. New low prices make this sales clinching item especially valuable for the holiday season!

Use Steber Utilites to dress up your store, too!

Steber Utilites are used by many store operators for "punch" lighting both inside and out. Clever use of spot and floodlighting, specially with color lenses, can dress up your store, add beauty and unusual effects. You'll be surprised at the extra trade and sales you make with almost no effort.

Literature describing Steber Utilites floodlights and color equipment and giving complete price schedules sent on request.

STEBER

STEBER MANUFACTURING CO.

Dept. 77, Broadview
(Maywood P.O.), Illinois

within a room with the back inlet fitted to the window with a special air-tight gasket. Such units could also be used for installations where the unit is suspended from the ceiling to save space or where portability is an important feature.

There are eight models in the new line. Window units are available in $\frac{1}{2}$, $\frac{3}{4}$ and one horsepower sizes with deluxe models in the two larger sizes. Consoles are available in one and 1.5 horsepower models. A one horsepower console with water-cooled condensing for use where an outside air supply is not available is also included in the line.

For details of the new line, see the New Products section page 140.

The Production. Pointing out that his firm was determined to meet the demand for residential air conditioning, Wampler revealed that the company's new 400,000 square foot plant in Syracuse would be devoted to production of unitary equipment. The new plant represents an investment of over seven million dollars. The firm has also completed arrangements for the purchase of another 400,000 square feet for manufacturing, research, office and warehousing purposes.

Taped Music Ready

Limited test distribution of commercial tape recordings will be begun this month by MaVoTape, Inc. The recordings, hailed by the firm as the "first full range recorded tapes for commercial sales featuring major orchestras" were introduced at the Audio Fair in New York late last month.

The tapes have been recorded on half tracks of standard recording tape at $7\frac{1}{2}$ inches per second tape speed; a full hour program is contained on a seven-inch reel.

MaVoTape will try something new in pricing—the tapes will be sold by "time segments" with the length of the selection determining the price. An hour-long tape will cost \$9.95. The "Magne recordings" will be made by Magnecord and will be distributed originally through Magnecord distributors.

Millionth Unit



INSPECTING the millionth Laundromat to come off the production lines are vice-president John Ashbaugh and assistant manager Reese Mills of the Westinghouse electric appliance division.

Distributors!

here's the dryer
with immediate
acceptance

for volume sales
volume profits



STIGLITZ
Sun-Aire
AUTOMATIC
CLOTHES DRYER
GAS AND ELECTRIC

*The Dryer with
the sunshine built in*

Completely manufactured
in our own plant

**Territories Open for
Live Distributors**

WRITE, WIRE, PHONE TODAY!
THE STIGLITZ CORPORATION
LOUISVILLE 3, KENTUCKY
The Oldest Stove Factory in America

PROMOTIONS

Ads for New Unit

The biggest three-month ad program in the company's history is being used by White Sewing Machine Corp. to introduce the firm's new "miracle stitch" unit.

A half-dozen magazines have been used to announce the introduction of the new Sewmaster which, according to the company, "combines all the beauty of fine handwork with the ease and efficiency of modern sewing." No attachments are needed with the new unit.

For the first time in almost 25 years, White has used double-page spreads in full color. The initial ads appeared in the *Ladies Home Journal* and the *Woman's Home Companion*. Each ad features a sample of the "handstitch" type sewing that can be performed on the new Sewmaster.

Selling Blankets

A three month cooperative promotional effort on electric blankets is being conducted in the metropolitan New York area by the utility, Consolidated Edison, and five blanket manufacturers.

G-E, Westinghouse, Tropic-Aire, Universal and Proctor are the cooperating manufacturers; they will spend at least \$100,000 in various local media.

Con Edison is mailing bill enclosures on blankets to 2.7 million customers, has mounted posters on 200 trucks, is using billboard displays as well as window and showroom displays, and will devote part of its TV and newspaper advertising programs to the blanket campaign.

Harvest Time Drive

A "harvest time" promotion is currently being conducted by Philco's accessory division, with emphasis being placed on new parts and accessory products and a series of special promotional activities. The campaign opened on September 29 and is scheduled to run through November 22. Among the products being featured are Philco universal volume controls, phono needles, TV antennas and towers, polish and cleaners, TV boosters and a variety of test equipment.

Up Co-op Budget

Apex Electrical Mfg. Co. has stepped up its cooperative advertising appropriations 100 percent to spearhead a broadened program of dealer-level promotion.

Vice-president A. C. Scott said that the firm would concentrate on promotion at the dealer level "with practically every kind of merchandising tool known." Emphasis will be placed on point of sale material.

The firm is also scheduling fall advertising in the *Saturday Evening Post*.

3 smart moves toward better business...



(1)

**A modern
Pittsburgh Store Front...
colorful and attractive**

*Lofgren's appliance store in the
H. W. Grimm Fifth Avenue Building,
Moline, Illinois.*

**(2) An interior
that's on display...
night and day**

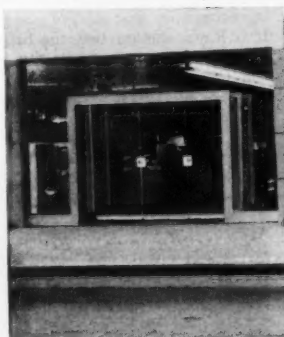
*The Constructo Products Company,
Lancaster, Pa.*

*Architect: Henry Y. Shaub,
Lancaster.*



(3) A doorway that says "welcome"...and "come back again"

Thompson Electric Company, Beaumont, Texas. Architect: Wallace B. Livesay, Beaumont.



THESE three examples indicate the unlimited possibilities of Pittsburgh Products in helping to attract the passer-by, stimulate his desire to buy, draw him inside to make a purchase. (1) A bright, sparkling front, such as this one of black and ivory Carrara Structural Glass, gives your store that progressive look that critical shoppers look for. (2) An open-view front of Pittsburgh Plate Glass and Pitco Metal dramatically displays your appliances for all to see—and want—night and day. (3) An unobstructed, all-glass Pittsburgh Doorway fairly beckons the prospective customer inside. Give your appliance store the power to make passers-by stop, look... and buy. Modernize with sales-winning Pittsburgh Products.

**Store Fronts
and Interiors
by Pittsburgh**



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Get a copy
of our modern-
ization booklet
which contains
Pittsburgh Product
information and
photos of actual
Pittsburgh
installations.



Pittsburgh Plate Glass Company
Room 2155, 632 Duquesne Way, Pittsburgh 22, Pa.
Without obligation on my part, please send me a
FREE copy of your modernization booklet, "How To
Give Your Store The Look That Sells."

Name.....
Address.....
City..... State.....



No wires or interconnecting cables required — Uses existing power lines—Grounded or ungrounded electrical systems—AC or DC current. Can be used between adjacent power circuits or on different sides of 220 volt lines — NO special "jumpers" required. Intercommunication possible up to 2 miles.

Just plug line cord into socket. EXCLUSIVE transmission switch enables use whether power lines are grounded or ungrounded. A NATURAL for farm, factory, home or office.



Write for
Catalog WF-52



MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

DON'T CUSS
those scattered tools or parts!



- FORD
- DODGE
- CHEVROLET
- STUDEBAKER
- INTERNATIONAL

"KARYALL" Model H Compartments are designed to eliminate scattered tools and parts, protect from weather and theft and are available in sizes to fit 1/2, 3/4 and 1 ton pickup trucks.

"KARYALL" Compartments are easily installed and readily convert your pickup into a quickly inventoried service truck.

Write for descriptive literature

KARYALL BODY, INC. 8221 CLINTON ROAD
CLEVELAND 9, OHIO

Early American Maid



DAWN ADDAMS, who stars as Priscilla in MGM's "Plymouth Adventure," looks over a shelf of old-time sewing machines with J. J. Moffatt, vice-president and general sales manager of Free Sewing Machine Co. Free is currently conducting a \$690,000 promotion aimed at finding the typical American fashion. The 1900 prizes include a two week luxury vacation for two, mink stoles and other merchandise. Miss Addams has been named the "typical American maid" and will tour the country during the promotion, designed, so its sponsors say, as a tribute to "the superiority of American made products."

Food Plan Mats

A series of ad mats on food freezer plans have been prepared for dealer use by Schaefer, Inc.

Calling attention to the number of groups which exert some restraint on food plan advertising, C. A. Ray, Schaefer sales promotion manager, pointed out that effective food plan advertising "must strike a sympathetic note with the economy-minded housewife and yet refrain from promising economies that are not possible." It is Ray's opinion that the Schaefer series of seven mats solves this problem for dealers.

The emphasis (aside from savings

on food) is on upright freezers, reflecting the firm's conviction that the public is more interested in uprights than in chest types. It's up to the dealer to describe the features and advantages of both types once the prospect begins comparing models in the store, the firm feels.

Trade-in Guide

Publication of a television trade-in guide is scheduled for this month, according to officials of the National Appliance Guide Co. The manual will provide detailed information on 1947-52 sets of over 30 manufacturers.

The Experts Pay Off



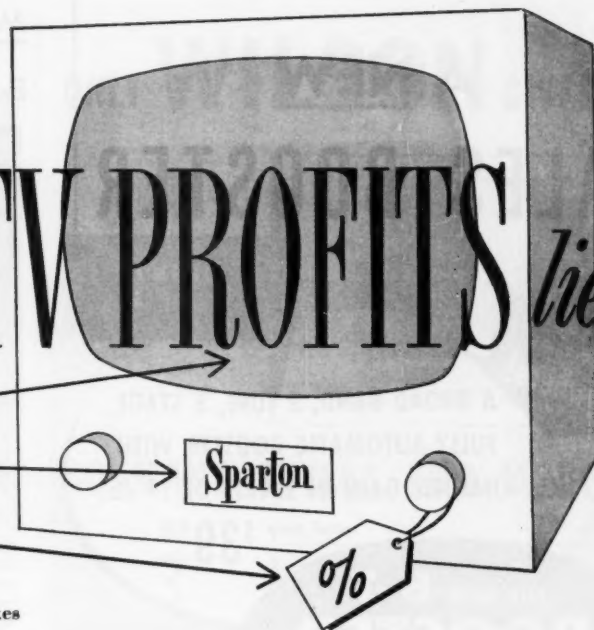
ADVERTISING, merchandising and public relations presentations were offered in the form of a quiz program when regional sales managers of Whirlpool Corp. gathered in St. Joseph, Mich., in mid-September for a sales training seminar. The panel of experts (including from left to right, agency men John Netedu and Perry Thomas and public relations counsel Harry Coleman) were forced to contribute a dollar to the fish bowl when their answers failed to please the audience or the moderator. Proceeds went for "after school" refreshments.

Where do the real TV PROFITS lie?

In lowering your service costs? •

In a franchise that stands up? •

Are they in higher discounts? •



Any dealer who watches his total *net* knows it takes all three. And Sparton dealers *get* all three!

Across the board, Sparton dealers receive probably the longest discounts in TV today *plus* up to 3% retro-active discount. But that's not all. Sparton dealers know 70% of vital functioning parts in every set they receive are manufactured by Sparton to *Sparton* standards; many extra assembly steps are performed by hand to insure trouble-free operation. The result: Sparton dealers *keep* their profits, don't pass them out for service repairs.

Sparton dealers are protected by a controlled franchise,

too. It guarantees exclusive selling rights in a shopping area, eliminates dumping and price slashing. Sparton dealers buy direct from the factory. They don't split profits with a middleman; they are never forced to handle other lines just because the middleman has them to sell.

If you're not already a Sparton dealer, why not investigate? Get full details from your Sparton District Merchandiser or write direct. *Sparton Radio-Television, Jackson, Michigan.*



Model 5382—
The 21" Corrington

List: **\$379⁹⁵**

(Federal excise tax and warranty included)



Model 5301—
The 17" Danbury

List: **\$199⁹⁵**

(Federal excise tax and warranty included)



Model 5386—
The 21" Courtney

List: **\$459⁹⁵**

(Federal excise tax and warranty included)



Model 5340—
The 21" Glenhurst

List: **\$279⁹⁵**

(Federal excise tax and warranty included)



Sparton ads in *Post*, *Collier's*, *Holiday* and *Time* sell these Cosmic Eye stars right on the magazine page!

THE SUPERB

Sparton

THE SET THAT STAYS SOLD

A NEW SALES BOOSTER

FOR THE
FIRST TIME
Anywhere!

A BROAD BAND, 3 TUBE, 3 STAGE,
FULLY AUTOMATIC BOOSTER WITH
ALL-CHANNEL GAIN IN EXCESS OF 16 db.

and only \$39⁵⁰
LIST

THE NEW **B-T**
BOOSTER
MODEL HA-3 Fully Automatic
DESIGNED FOR BETTER TELEVISION

What John wanted most and found hard to get,
Was a booster what boosted, with no knobs to set.



"Knobs," he complained, "makes tuning more tough,"
And, "Lord knows," he cried, "My set has enough."

"And who needs more boxes to clutter the house?
There's enough work around for me and my spouse."



"You'd laugh if I cranked my car like we useter,
So why have old-fashioned knobs on a booster?"

But, John had a Tech-man who knew his TV
Who showed John the booster made by B-T.



At last, John is happy, and more so to learn
That the booster is hidden and no knobs to turn.

NO knobs to set,
NO channel tuning,
NO band-switching.

Lower noise factor.
Attractive hammertone
steel cabinet.



BLONDER-TONGUE LABORATORIES, INC.
WESTFIELD, NEW JERSEY

MANUFACTURERS

Explaining a Change of Name



COMPANY PRODUCTS, then and now, have played vital roles in determining the corporate name of Skil Corp. The company went into production in 1924 with a power saw, held above by president Bolton Sullivan. That led to adoption of the name Skilsaw, Inc. Today, the firm manufactures over 150 portable tools including drills, sanders, grinders, drivers and polishers. To embrace this entire line of products, the company on October 1 changed its name to Skil Corp.

New Facilities

Plans for continued expansion of facilities within the appliance industry continued to be announced this fall.

Cory Corp., for example, has acquired an additional manufacturing plant in Grayslake, Ill., to allow the company to begin volume production of room air conditioners and dehumidifiers. Although immediate production will be confined to these two products, president James Alsdorf said the company hoped eventually to transfer all Fresh'nd-Aire manufacturing operations to the new plant.

Taking another step in its long range expansion program, the Maytag Co. has begun construction of a new building which will double the facilities of the firm's research and development division. A novel feature will be inclusion of roof and basement parking areas to make up for parking space eliminated in the construction of the new building.

Early in September the first steel columns for Westinghouse's new Columbus, Ohio, plant were raised. This marked the beginning of the second phase in the construction of the new plant which will eventually be used for production of major appliances. More immediately, the \$20-million plant will be used for assembly of jet engines.

Set Standard White

A standard shade of white for refrigerator parts made of polystyrene plastics has been approved by an industry committee, according to the commodity standards division of the U. S. Dept. of Commerce.

The difficulty of matching white plastic parts with white porcelain enamel or other surface finishes has,

in the past, led to extensive experimentation to develop a satisfactory shade of plastic. The new standard white is one of 19 standard shades covered by the Commercial Standard for Colors for Polystyrene Plastic. Publications containing colorimetric data on these colors may be purchased from the Supt. of Documents, Government Printing Office, Washington 25, D. C., for five cents a copy.

Combine Sales Forces

Sales organizations handling Cory and Fresh'nd-Aire products have been consolidated and the Cory national field selling organization is now handling both Cory and Fresh'nd-Aire products.

Fresh'nd-Aire appliances were formerly handled through manufacturers sales representatives. The change was caused by expansion of the Fresh'nd-Aire line to include products which require full time representation. (The firm recently introduced room air conditioners and dehumidifiers.)

Washing New Fabrics

A combined fashion show and training session on the washability of new synthetic fabrics is being staged by General Electric in cooperation with leading department stores throughout the country. Included in the program are demonstrations of practical methods for the home laundering of the new miracle fibers.

According to Mrs. Natalie Barrv, supervisor of the home laundry division of G-E's Consumer's Institute, the shows not only demonstrate new uses for the washer and dryer but also show how dresses and even coats and suits can be washed "successfully and economically at home."



INDICATIVE of intense consumer interest in Portland's new television station is this crowd outside Harold Kelley's appliance store during a closed circuit telecast just prior to KPTV's first telecast. About 3000 persons showed up during the first evening to see the demonstration and sets were placed in store windows (above) for those unable to get inside the store.

Keeping the Trade Clean

Portland, Ore., distributors and dealers join with local BBB to police city's booming new TV business; temporary shortages "help" them do it

Television dealers and distributors in Portland, Oregon, have joined with the local Better Business Bureau in an effort to police the city's month-old TV trade.

It's difficult to pin-point the results of their campaign at this point but most observers feel that the trade's efforts have been successful so far and that the BBB stands a good chance of keeping the situation in hand.

There are skeptics, however, who think that a lack of merchandise has played the key role in keeping the Portland market clean. In the first weeks after KPTV took the air a severe shortage of UHF conversion equipment prevented anybody from delivering very many sets. This condition, say the skeptics, explains why fly-by-night elements didn't set up shop in Portland as they did in Denver when that city's first station went on the air in mid-summer. (The Denver station was a VHF outlet; as a result, some surplus and obsolete stocks from other sections of the country were shipped into the Denver market.)

Local Effort. There's no doubt, however, that despite the shortage of receiving equipment, there was plenty of work for the Portland BBB when television finally made its appearance. Public interest was high and in-store demonstrations of TV programming drew large crowds.

The BBB's efforts began with the appointment of a special TV committee, composed of distributors Lou

Johnson, R. S. Masters and Chet Peterson. The committee decided to key its campaign to an educational theme rather than to a more drastic "beware the gyppos" angle. Twenty distributors contributed \$300 each for a full-page ad headlined, "Before you purchase your TV set . . . KNOW THESE FACTS".

Distributors then began lining up their dealers as BBB members at a special \$25 rate (standard minimum membership is \$35). Dealers were expected to subscribe to an advertising, service and sales code. An enrollment of about 300 dealers was anticipated but by the end of the campaign's second week, 500 dealers had already signed up. All but a few were already-established as appliance, furniture, department, hardware or other businesses with some postwar record of customer service.

A few of the established dealers have a BBB-record on customer complaints and a "very few" have refused to answer such complaints. The BBB is telling inquirers of such situations and has the backing of the industry as a whole, it believes. Officials also feel that few dealers will be willing to risk the stigma of being bounced from the BBB rolls for having failed to live up to the TV code.

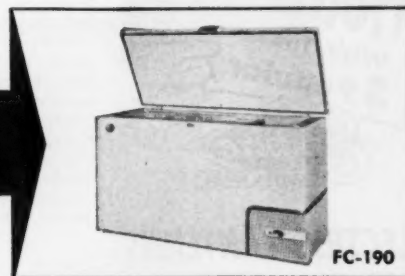
Points covered in the code include: honest values, the truth about what is being offered, using easily-understood explanations, telling customers all they should know, making good on promises and guarantees, not letting hazard-

ONLY **WILSON** GIVES YOU

4

CHEST MODELS

8, 15, 19, 24
cu. ft. sizes

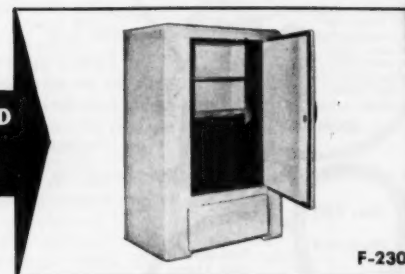


SO MANY STYLES AND MODELS

3

SELF CONTAINED UPRIGHT MODELS

18, 23, 30
cu. ft. sizes



TO FILL EVERY FREEZER NEED

9

SECTIONAL EXPANDABLE MODELS

30, 60, 90
cu. ft. sizes



DISTRIBUTORS:

If you're planning to take on a line of freezers, look into Wilson. Wilson is the line with a future for you . . . for Wilson freezers have the features, the quality, the dependability, and the price to make sales easy.

For complete details and availabilities of wholesale distributor franchises, write, wire, or phone.

WILSON REFRIGERATION, INC.

102 GLENWOOD AVENUE
SMYRNA, DELAWARE

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATORS

Nail Down Profits

With These 3 Popular



Empire METAL WARE

ELECTRIC LANTERNS

SAFEWAY Travelite No. 958



Blinks... or Blinks AND Beams! Twin Switches. Red flasher cautions traffic, while side spot beam provides powerful service light. Pivot Base

\$5.95

No. 900 FOCAL-RAY



Focal adjustment. Throws powerful spot-beam or floodlight by turning lenshead. Pivot base—light stays "put" at ANY angle. Plastic handle.

\$3.50

EMPIRE No. 870



Turn night into day! Twin lights—extra brilliant side light with top flood light. Pivot base spots light up or down

\$4.50

Meet the great Farm, Sports, and Motoring demand for Electric Lanterns with these three EMPIRE styles. Nationally Advertised, this popular trio will keep your stock rolling—your profits growing.

Ask for the EMPIRE Electric Lantern Catalog.

The METAL WARE Corp.

Two Rivers, Wisconsin

ous equipment out of the store, revealing facts that, if concealed, might cause the customer to be misled, not 'unfairly attacking' services or methods of competitors, using only competent testimonials and avoiding 'tricky' devices such as deceitful trade-in allowances, fictitious list prices and bait advertising.

The two major Portland newspapers agreed to have BBB manager Lyle Janz check doubtful ad copy. One paper even had the BBB man check proofs of ads scheduled for its special 40-page TV section. A few deletions were made. In addition, distributors found some disparaging copy in ads prepared by their manufacturers. These were also eliminated.

Policing New Markets

The television industry has a responsibility to see that new markets are opened in an orderly fashion, Frank A. D. Andrea, said in September during a showing of his firm's new line.

Referring to abuses which had taken place in Denver, Andrea said: "In my opinion, it is the responsibility of the industry to see that receivers flow into these markets in an orderly fashion, and that only the well equipped, experienced radio and appliance dealers be authorized to sell television. This may be too big an order for the industry to police, but certainly it can be controlled if the press will take the responsibility of warning their readers of what has happened in Denver and pointing out the important things to be taken into consideration when the first TV set is purchased."

Radio Sells Radio

A campaign to "sell radio" is currently being conducted by the Broadcast Advertising Bureau, Inc., through newspaper and trade press advertising and radio commercials. According to

Power Print for Radios



HALLICRAFTERS president William J. Halligian explains the operation of a "power print" radio circuit to Ray B. Cox, president of Horn & Cox, Hallicrafters' West Coast distributor. The circuit is photographed on a copper plate. Acids then eat away the unwanted copper, tubes and other components are inserted and the chassis dipped in a pot of solder.



AIR SHIPMENTS of Mallory UHF converters are loaded on an American Airlines plane at Indianapolis bound for Portland, Ore. Sudden beginning of UHF telecasting in that city caught dealers and distributors with inadequate stocks of UHF converters and adapters. Mallory has been producing converters for six months, already had 1000 on hand in Portland when station went on air (remainder of production had been purchased by dealers in other areas as demonstrators). At left is Earl Templeton, manager of the firm's distributor division.

BAB president W. B. Ryan, the radio ads are designed to sell listeners on the size and power of radio and, indirectly, to impress advertisers (and those who influence advertising decisions) with the same facts.

Relative Stability

A belief that the television industry is entering a period of "relative stability" was voiced last month by Frank Freimann, president of Magnavox Co.

In a statement accompanying the firm's financial statement for the year ended June 30, Freimann noted that current orders for TV sets were accumulating at a rate exceeding production capacity. For the future, Freimann said, sales opportunities are "enhanced not only by the opening of

new markets as additional television transmitters are installed but by a large replacement and 'second set' market."

Consolidated net earnings for the year ending in June were \$1.3 million compared with \$2.2 million in the preceding year. Sales were \$36.8 million against \$44 million the preceding year. During the year inventories of civilian materials and furnished goods were reduced by almost \$3.8 million and are now at the lowest level in five years.

Radio-TV Briefs

● Word of mouth recommendation is the most important factor in the choice of a TV set according to a study by Mack Television, Inc. Forty-one percent of a group of owners interviewed in Washington mentioned recommendations by friends as a reason for choice of a set. Thirty-eight percent mentioned brand name and 21 percent mentioned the recommendation of the dealer.

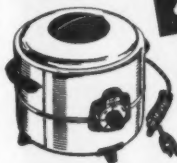
● Channel Master Corp. has announced the completion of what it calls "the first motion picture ever made on the subject of television receiving antennas." The full length film was produced in color and is narrated by sports commentator Ed Thorgenson. It covers basic and advance antenna theory. Distributors are arranging showings for dealers.

● August sales of phonographs by Shura-tone Products, Inc., were 1108 percent better than the same month a year ago and president Irving B. Shurack predicted that the same (or higher) increase could be expected for the final four months of the year.

● Sixty-eight percent of TV picture tubes sold to receiver manufacturers in August were 18 inches or larger in size, RTMA reported last month. Ninety-nine percent of such tubes were rectangular in form and 16 inches or larger in size.

- AN ELECTRIC SAUCEPAN
- AN ELECTRIC ROASTER
- AN ELECTRIC CASSEROLE
- AND A FOOD WARMER TOO!

America's
Finest



Burpee
AUTOMATIC-ELECTRIC
DEEP FRYER
AND
UTILITY
COOKER

\$26.95 List Price

GIFT WRAPPED

Burpee leads the field with round, seamless, stainproof aluminum construction, spatterproof cover, self-draining basket, removable element—temperature controls for all basic cookery as well as perfect deep frying. Write for sample, details.

5 YEAR GUARANTEE!!

THE BURPEE CO.

Dept. B-11

BARRINGTON, ILLINOIS



ONE MAN
instead of two
DELIVERS
APPLIANCES

SLIDES
UPSTAIRS...
DOWNSTAIRS
IN AND OUT
OF TRUCKS

WHEELS SWING FORWARD FOR LOADING
... BACKWARD TO BALANCE LOAD

Deliveries are easy... safe... and less costly with an Easload Appliance Truck. You save the cost of an extra man and the appliance is always safe because it is strapped on and cinched tight with a ratchet-type cincher. Rubber pads protect the finish.

Note how the large wheels with 10 x 2.75 cushion tires lock in the load balancing or the loading position until released by a foot pedal. See the two small rubber wheels used for loading.

Save the cost of an extra man; order your Easload today... only... **\$53.50**

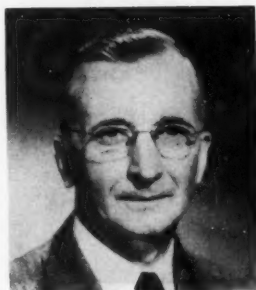
FOR LOS ANGELES

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street • Los Angeles, California

EASLOAD APPLIANCE TRUCK

New Positions

Webster-Chicago Corp.



DONALD MACGREGOR

Donald MacGregor has been elected to the presidency of Webster-Chicago, succeeding R. F. Blash, who becomes chairman of the board.

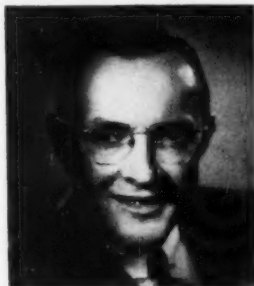
RCA Victor



JAMES M. TONEY

James M. Toney has been named director of distribution for the consumer products department of RCA Victor. Toney joined the company in 1943 and in 1948 was made advertising and sales promotion manager for the RCA Victor home instrument department. In 1950 he was made public relations director for the RCA Victor division.

Astral Industries, Inc.

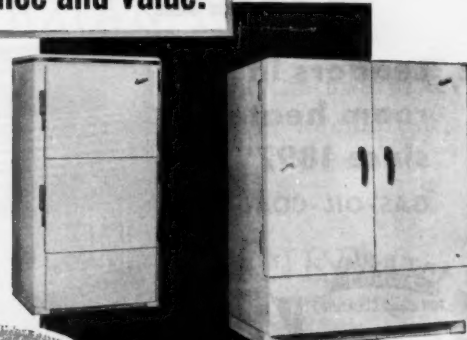


GEORGE E. T. LUM

Reflecting the expanding demand for portable refrigeration Astral has announced the appointment of George E. T. Lum as sales manager. He was formerly with Ekco Products Co.

harmony of design...

appearance and value!



15 CUBIC FT.

32 CUBIC FT.

United

Note your own experience. Only an UPRIGHT FREEZER can give you large capacity service in a limited floor area... only a UNITED UPRIGHT FREEZER has the appearance and convenience that are demanded today.

And here's a new note. UNITED'S UPRIGHT FREEZER has contact coils built into top, bottom and each of the four shelves. Therefore, each shelf is an individual 'fast freeze' unit... built in for faster freezing and better holding qualities.

Demand the freezer that does the most for you—UNITED'S UPRIGHT FREEZER—and your sales will show you why.

UNITED REFRIGERATOR CO.
Locus & Walnut Streets • Hudson, Wisconsin

EXPORT SALES DIVISION | SCHEEL INTERNATIONAL, INC.
4137 N. Lincoln Ave. • Chicago, U.S.A.

Help Your Customers
Prepare for ELECTRIC POWER FAILURES

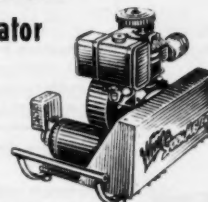


with the
WINCO NEW LOW COST
STORM MASTER

Emergency Engine Generator

Every suburbanite, farmer, rancher, and "sundown farmer" needs protection against the discomfort, endangered health, and financial losses of electric power failures.

NOW — you can provide low cost protection with the new WINCO STORM MASTER. The heavy storm season is fast approaching — go after this ready market right now — write for complete dealer details.



2000 Watts, 115 Volts, 60 Cycle A.C. continuous duty for Standby use. Offered with or without Model 14 Briggs & Stratton engine. You can equip with engine and make extra profit.

WINCHARGER CORPORATION, SIOUX CITY 2, IOWA
Dept. ME

COLE HOT BLAST

... "Leaders in
room heaters
since 1897"

GAS-OIL-COAL

**TILT-A-WAY
CABINET**
FOR Easy CLEANING

Patent No. 2,241,025



MODELS 775-52 776-52

- 1 Exclusive COLE "Tilt-A-Way" Cabinet for easy cleaning
- 2 Both single and dual burner models
- 3 Glass lined (porcelain) heating units
- 4 Sold and serviced nationally thru leading Distributors

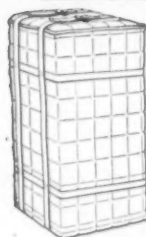
Write for catalog

COLE HOT BLAST MANUFACTURING CO.

3817-35 South Racine Avenue
Chicago 9, Illinois



TITUS & VON BULOW CO.



**"Slingabouts" - Ideal
for Safe Appliance Delivery"**

... says Mr. W. F. Titus
Titus & Von Bulow Co., Easton, Pa.

"It's a matter of seconds to slip on a SLINGABOUT and assure our customers of damage-free appliance delivery," declares the manager of this leading Pennsylvania appliance concern.

Webb Slingabouts build customer confidence by completely protecting your appliances. Shocks and jars can't harm appliances cushioned by Slingabouts' heavily-padded jackets of rugged canvas. Soft flannel lining and thick cotton padding safeguard show-room finishes against scratches and dents. Sturdy sling protects customers' property by insuring safe, easy handling through narrow halls and doors. Slingabouts are styled to fit all leading makes of appliances below.



**SEND
TODAY**

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for model # _____

make _____

Name _____

Address _____

City _____

State _____

Refrigerators
Radio
Range
Washer
Other
(please specify)

New Positions

Kelvinator Div., Nash-Kelvinator Corp.



CHARLES T. LAWSON

Charles T. Lawson has been advanced to the new post of vice-president of appliance distribution and D. A. Packard has been named general sales manager of the Kelvinator division. Lawson, who was previously vice-president in charge of sales, now



D. A. PACKARD

assumes policy-making responsibility for distribution of all appliances made or sold by the company, including the new home laundry products. Packard, who has been with Kelvinator for 13 years, was previously household sales manager for the firm.

American Kitchens Div.,
Avco Mfg. Corp.



C. FRED HASTINGS

C. Fred Hastings has been appointed general sales manager of American Kitchens. A 23-year veteran with the firm, Hastings was most recently assistant general sales manager in charge of contract sales.

Frigidaire Div.,
General Motors Corp.



JAMES R. COBB

James R. Cobb, formerly manager of farm sales, has been made manager of home laundry sales, succeeding Fred Mitchell who becomes manager of the Roanoke branch of the Frigidaire Sales Corp.

Temco, Inc.



CECIL B. OAKLEY

Cecil B. Oakley has been appointed sales manager for Temco, after service as field representative for the company over the last six years.

Palmer Mfg. Corp.



JACK CANADY

Jack Canady, formerly sales promotion manager for the corporation, has been advanced to the position of sales manager.

New Positions

Admiral Corporation



SEYMOUR MINTZ

Seymour Mintz, advertising director of Admiral Corp., has been elected to the executive post of vice president in charge of advertising.

Murray Corp. of America



F. S. LODGE

Two shifts in management personnel have been announced by Murray. F. S. Lodge has been appointed distributor coordinator and market analyst. D. G. Fanelli has been named sales trainer for the appliance division.

General Electric



HERBERT RIEGELMAN

Herbert Riegelman has been made manager of marketing for the General Electric receiver department. A former vice-president of Montgomery Ward & Co., Riegelman has taken over the responsibility for market research, product planning, marketing services, sales advertising, sales promotion and sales training.

General Electric Co.

The appointments of Charles J. Enderle as manager of sales education programs and of Earl H. Norling as manager of retail sales education for the company's major appliance division have been announced.

Prentiss Wabers Products Co.

J. O. Ellis, general manager and director of the firm since January, 1950, has been elected president of the company. He will continue in a dual capacity retaining his former title of general manager. The sales department is now headed by D. F. Abel who carries the title of general sales manager.

CBS-Columbia, Inc.

CBS-Columbia has announced the appointment of Mort D. Barron as assistant sales promotion manager.

Odin Stove Mfg. Co.



EVERETT K. HAMPEL



WILLIAM P. SCHOENFELD

As part of Odin's continuing program of expansion several changes in top level personnel have occurred. Everett K. Hampel has been named to fill the newly created post of vice president in charge of merchandising. William P. Schoenfeld has been promoted to sales manager, and Charles E. Lanigan to assistant sales manager.

Thor Corporation

Appointment of Fred W. Rexford as an executive on Thor's national sales staff has been announced.

You can be sure of customer satisfaction--especially in fringe areas--if the TV set you sell is equipped with a

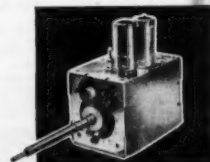
TARZIAN TUNER

Because so much depends upon the satisfactory performance of the tuning mechanism, many of the nation's leading set manufacturers use the

TARZIAN TUNER

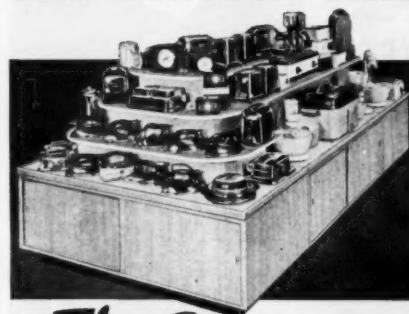
in the television sets they produce, and sell, under their own brand names.

It's only natural that the world's largest producer* of switch-type tuners should produce the best UHF tuners for future, complete coverage reception.



*SARKES TARZIAN, Inc., Turner Division, Bloomington, Indiana

SELF-SERVICE SALES CLIMB!



- "Related-Item" Buying is Multiplied
- Impulse Sales Increase Sharply

Tested and Proved

Flexo-Step STORE FIXTURES

- Unlimited Flexibility... Individual Steps Removable
- Easy to Effectively Display Merchandise of any size or shape
- All merchandise is Easy-to-See... Easy-to-Handle... Easy-to-Buy
- More Selling Space... 50% more than Conventional Equipment
- Brings you more money per square foot of floor space
- Sliding Doors in Base Permit Easy Access to Storage Space
- Expertly built of Strong Veneers by Fixture Craftsmen, Beautifully finished
- Shipped Completely Assembled... Ready to Make Immediate Sales for You

ADD SALES CO. 714 COMMERCIAL ST. MANITOWOC, WIS.

WRITE . . . WIRE OR
USE THIS COUPON
FOR MORE SALES
AND PROFITS

ADD SALES CO. 714 COMMERCIAL ST. MANITOWOC, WIS. DATE.....

PLEASE SEND ME FREE FULLY ILLUSTRATED CIRCULAR ON FLEXO-STEP STORE FIXTURES WITH PRICE LIST.

NAME.....

STREET.....

CITY.....

Carry it on a Car Top!

One man puts it up
and takes it down
... in minutes!

Tele-Vue-Tower

**Helps You DEMONSTRATE
and SELL MORE SETS!**

Makes DEMONSTRATIONS easy... makes SALES easier... CUTS INSTALLATION COSTS drastically! Carried on the top of a car, one man—the salesman himself—can unload the TELE-VUE TOWER in a jiffy and erect it to the full 40 feet in a few minutes. And he can take it down just as quickly!

**Thousands of Families in FRINGE AREAS
Now in the Market for Television Sets**

The TELE-VUE TOWER opens up an entirely new market for TV sets—the thousands and thousands of farm and small town homes in "fringe areas." Sell these people NOW... use the TELE-VUE TOWER to give them a TV demonstration. One man makes the demonstration... makes the sale... makes the INSTALLATION—of terrific savings in cost!

**It's Your Turn
to CASH IN!**

If you're disappointed with short discount on TV sets, make it up NOW. Build sales VOLUME, cut installation costs. The TELE-VUE TOWER retails for under \$100.00—but there's a thick margin for you. Write or wire TODAY... for full details!

HEIGHT 40 FT.

Extended height of the TELE-VUE TOWER is 40 feet... but a few down to 20 feet—safe from high winds and storms.

WEIGHT 60 LBS.

Weights only 60 lbs., made of welded aircraft tubing. Tested collapse. Also acts as positive ground—protection against lightning.

NO GUY WIRES

Hinged at base, the TELE-VUE TV antenna is attached. Pushed into upright position. It is firmly secured against side of building. One man does it.

ERSKINE SALES CORPORATION

ERSKINE

MINNESOTA

the little FREEZER with a BIG MARKET



QUICFRÉZ Model QU4B
4.2 cu. ft. Upright Freezer
38 1/2" High, 28" deep, 24" wide



SANITARY REFRIGERATOR CO.
Fond du Lac, Wisconsin

Sensational New Quicfréz*

There are sales opportunities galore for this compact, smartly styled freezer. It's designed especially for the millions of small homes and apartments.

Imagine—a freezer that takes only 24 inches of wall space, yet holds up to 200 pounds of food! It's the marvelous new QUICFRÉZ Upright Freezer—with handy front-opening door, removable shelves, special fast-freezing compartment, many other exciting features. Priced amazingly low!

*Reg. U. S. Pat. Off.

Write for Free Literature on this and other QUICFRÉZ freezers and refrigerators.

MANUFACTURER'S SALES

DRYERS, CLOTHES

Aug., 1952	53,376
Aug., 1951	40,191
8 Mos., 1952	314,697
8 Mos., 1951	284,425

% Change versus 1951

Aug., 1952	+32.81
8 Mos., 1952	+10.64

FREEZERS, HOME AND FARM

Aug., 1952	77,873
Aug., 1951	68,587
8 Mos., 1952	534,325
8 Mos., 1951	523,324

% Change versus 1951

Aug., 1952	+13.54
8 Mos., 1952	+ 2.10

IRONERS

Aug., 1952	16,477
Aug., 1951	17,200
8 Mos., 1952	117,925
8 Mos., 1951	192,400

% Change versus 1951

Aug., 1952	- 4.20
8 Mos., 1952	-38.71

RADIOS, Automobile

Aug., 1952	94,315
Aug., 1951	190,252
8 Mos., 1952	1,733,412
8 Mos., 1951	3,453,839

% Change versus 1951

Aug., 1952	-50.42
8 Mos., 1952	-49.81

RADIOS, Clock

Aug., 1952	108,753
Aug., 1951	57,549
8 Mos., 1952	947,552
8 Mos., 1951	497,369

% Change versus 1951

Aug., 1952	+88.97
8 Mos., 1952	+90.51

RADIOS, Home

Aug., 1952	235,728
Aug., 1951	295,587
8 Mos., 1952	2,271,473
8 Mos., 1951	4,589,125

% Change versus 1951

Aug., 1952	-20.25
8 Mos., 1952	-50.50

RADIOS, Portable

Aug., 1952	105,006
Aug., 1951	77,568
8 Mos., 1952	881,444
8 Mos., 1951	993,415

% Change versus 1951

Aug., 1952	+35.37
8 Mos., 1952	-12.28

RANGES

Aug., 1952	77,282
Aug., 1951	64,874
8 Mos., 1952	630,370
8 Mos., 1951	886,645

% Change versus 1951

Aug., 1952	+19.13
8 Mos., 1952	-28.90

REFRIGERATORS

Aug., 1952	272,985
Aug., 1951	187,603
8 Mos., 1952	2,376,318
8 Mos., 1951	2,993,879

% Change versus 1951

Aug., 1952	+45.51
8 Mos., 1952	-20.63

Priced to Sell

in today's
tough market

SON-CHIEF

Traffic Appliances

Toasters

Fans

Hot Plates

Combination Sandwich Grill

and Waffle Irons

Automatic Irons

Heating Pads

Heaters

SON-CHIEF ELECTRICS

Inc.

WINSTED, CONN.

Over 30 Years of Appliance Manufacturing



**Your Trademark
for the Best Quality
and Service in
CORD SETS**

We specialize in power cables, harnesses and custom assemblies to government specifications.
Write for brochure!

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Advertising men agree—to do a complete advertising job you need the double effect of both Display Advertising and Direct Mail.

Display Advertising keeps your name before the public and builds prestige. Direct Mail supplements your Display Advertising. It pin-points your message right to the executive you want to reach—the person who buys or influences the purchases.

In view of present day difficulties in maintaining your own mailing lists, our efficient personalized service is particularly important in securing the comprehensive market coverage you need and want.

Ask for more detailed information today. You'll be surprised at the low overall cost and the tested effectiveness of these hand-picked selections.



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DIRECT MAIL LIST SERVICE

McGraw-Hill Publishing Co., Inc.
330 West 42nd St., New York 36, N. Y.

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The Modern Ventilation Unit For Automatic Clothes Dryers

- Eliminates lint on floor
- Reduces moisture in room
- Expels exhaust to outside

The Laund-R-vent with its simple butterfly damper opens only when dryer is in use. Built entirely of aluminum. Furnished in 3" and 4" sizes.

Write Dept. E for details
COLE-SEWELL ENGINEERING CO.
2282 University Ave. - St. Paul, Minn.

IRONS, AUTOMATIC, STANDARD

Aug., 1952	317,738
Aug., 1951	234,836
8 Mos., 1952	1,378,023
8 Mos., 1951	2,593,413

% Change vs. 1951

Aug., 1952	+35.30%
8 Mos., 1952	-46.86%

IRONS, Steam & Steam Attachments

Aug., 1952	273,814
Aug., 1951	140,013
8 Mos., 1952	1,497,272
8 Mos., 1951	1,230,846

% Change vs. 1951

Aug., 1952	+95.56%
8 Mos., 1952	+21.65%

ROASTERS

Aug., 1952	48,382
Aug., 1951	40,494
8 Mos., 1952	254,782
8 Mos., 1951	279,909

% Change vs. 1951

Aug., 1952	+19.48%
8 Mos., 1952	-8.98%

TOASTERS

Aug., 1952	299,127
Aug., 1951	193,314
8 Mos., 1952	1,103,788
8 Mos., 1951	1,938,169

% Change vs. 1951

Aug., 1952	+54.74%
8 Mos., 1952	-43.05%

WAFFLE IRONS—SANDWICH GRILL COMBINATIONS

Aug., 1952	105,854
Aug., 1951	48,767
8 Mos., 1952	312,301
8 Mos., 1951	612,217

% Change vs. 1951

Aug., 1952	+117.06%
8 Mos., 1952	-48.99%

TELEVISION

Aug., 1952	397,769
Aug., 1951	146,705
8 Mos., 1952	2,914,926
8 Mos., 1951	3,753,150

% Change versus 1951

Aug., 1952	+171.13
8 Mos., 1952	-22.33

VACUUM CLEANERS

Aug., 1952	222,413
Aug., 1951	191,299
8 Mos., 1952	1,808,459
8 Mos., 1951	1,810,167

% Change versus 1951

Aug., 1952	+16.26
8 Mos., 1952	-.09

WASHING MACHINES, Standard (Electric & Gas Engine)

Aug., 1952	254,537
Aug., 1951	239,081
8 Mos., 1952	1,885,759
8 Mos., 1951	2,209,009

% Change versus 1951

Aug., 1952	+6.46
8 Mos., 1952	-14.63

* WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO, TELEVISION—Industry Estimate by Radio-Television Mfrs. Assn.; ALL OTHERS—NEMA Members, Not Industry.

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modern



as
today

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Unless you've tried it, you've no idea how much easier, faster and safer it is.

Your truck motor supplies the power to operate this hydraulic tailgate. It raises or lowers up to 2,000 pounds—stops and holds the load at any point on the way up or down.

It's wonderful for handling heavy appliances—ranges, refrigerators, etc.

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1953 TV TRADE-IN GUIDE

Here's the authentic, up-to-the-minute Value Guide of the TV industry—check-full of information you can use at a profit! All popular models of over 30 manufacturers listed, with suggested trade-in values based upon nationwide market research. Conducted through and published in conjunction with NARDA, the National Appliance and Radio-TV Dealers Association. Use this book to put your trade-in business on a sound, good will building basis, with a profit for you in every deal! How to evaluate—how to service—how to resell TV trade-ins . . . the answers are all in this book.

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Just put the unit in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heat water in record time.

Has many uses, such as: heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc. Ideal for homes and farms not having any other good way to heat water fast and conveniently.

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20725 Harper Detroit 24, Mich.

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IF business has stopped coming in over the transom . . . if selling is no longer just a matter of taking orders . . . if competition is stiffening up and you can see the time coming when you will really have to scratch for orders . . . then, now is the time to find out how Dodge Reports can help you do a better sales job.

New construction, followed at the *right time*, provides prime prospects for Appliance Dealers and manufacturers. Dodge Reports cover every phase of new construction—everywhere east of the Rockies. Dodge Reports tell you *daily who* and *where* your best prospects are . . . *what* they're going to build and *when* you should sell them.

For 62 years Dodge Reports have served thousands who have a stake in new construction—kept them ahead of the market—led them to the right people at the right time. When you employ the Dodge field staff to take the first step, *locating known prospects with a current need*, you provide more time for your salesmen to negotiate for business where the business is . . . make it possible for them to get more business. Write for the free informative Dodge booklet, *Dodge Reports, How to Use Them Effectively*.

DODGE REPORTS

Dept. EM-11, 119 W. 40th St., New York 18, N. Y.
Timely, accurate, comprehensive construction news service
THE FIRST STEP IN EVERY SALE



Ranger KITCHEN STOVE HOODS



The Ranger line of Hoods is designed for efficiency and economy . . . ease of installation . . . a wide sales market. Made in two models . . .

Ranger STANDARD . \$54.95

Ranger DE LUXE . \$74.95

Two price levels, plus the availability of special sizes, meet the requirements of a very wide market.

KEEPS KITCHEN SPOTLESS

The Ranger Hood, beautifully designed and finished in gleaming white enamel, chrome and stainless steel, traps and removes greasy fumes, smoke and vapors . . . keeps wall, ceilings and equipment spotlessly clean and fresh . . . protects wall coverings, drapes, clothing, rugs, furniture and woodwork throughout the house.

REMOVES KITCHEN ODORS

Cooking odors are caught up and exhausted through the Hood before they can escape into the rooms. The gently ventilating action keeps kitchen air cool and fresh.

Regular sizes, Standard or De Luxe models: 42" x 26" x 14". Special sizes available on request—anything above regular dimensions priced extra. Very simple to install.

Dealer & Distributor Inquiries Invited

ROBERTS MANUFACTURING COMPANY
Cleburne, Texas

Above is shown the Special Blower Unit installed in the DE LUXE HOOD. "Squirrel" cage blower . . . easily removable grease trap . . . recessed tubular light.

Lucky Thirteen



ROBERT GARRETT, Webster-Chicago's "Lucky Thirteen" contest winner receives prize money from Newell Parsons, company representative. To qualify for the award Garrett had to sell one each of thirteen products in the Webster-Chicago line, and to win, make the highest sales among Taylor Electric's sales force.

Free TV Lessons

Lectures on the fundamentals of television installation and service will be provided free of charge to radio servicemen in areas being opened to TV for the first time. E. C. Cahill, president of RCA Service Co., announced recently.

The training clinics will be announced locally by RCA Victor distributors; each will consist of lectures, and actual demonstrations of installation and maintenance of the various models.

Cahill said the free clinics are a continuation of those his company has previously conducted in areas which have had TV broadcasting facilities for some time.

PR for Service

A four point public relations program is needed to combat "an attitude of suspicion in the public mind towards the TV serviceman," John T. Thompson, manager of G-E replacement tube sales, told members of the National Electronic Distributors Assn. recently.

A few "unfortunate cases which are not representative of the industry" have caused widespread unfavorable publicity, Thompson pointed out. He said the public relations effort should be headed by components manufacturers and endorsed and supported by distributors and dealers throughout the industry.

The four points Thompson stressed included: increased understanding between manufacturer and distributor and between distributor and dealer, help to the serviceman in improving his operations and a direct effort to tell the public the merits of the serviceman. He called attention to recent G-E ads which were designed to give prestige to the serviceman by showing the public the investment which must be made by those dealers who go into set servicing.

CVA-500

you are looking at
THE FIRST TRIED
AND PROVEN
UHF ANTENNA

It outperforms anything in the fringe for vhf reception . . . is all set for the uhf reception of tomorrow. No extra transmission line needed, no other antennas, no additional accessories . . . these are the hard facts with which to hammer away at any set sales resistance caused by the uhf question.

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list

A MUST WITH UHF!
HG-450 HI-GAIN OPEN LINE
Loss in twinax is high and gets higher when the line is wet. With uhf, line losses can be most serious. Avoid trouble . . . use Hi-Gain . . . the line with the least loss and greatest permanency!

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Get what you WANT

in MODERN Water Softeners

Complete Line Top Performance Profits

It's MODERN today—for softeners that SELL! Because MODERN gives you . . . a complete line, finest quality materials and construction, exclusive features, dependable performance, profitable prices. Check MODERN—and see!

- Complete line—automatic electric, single control, brine tank, and dry salt models.
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- Liberal 10-year written warranty.
- Every unit priced for profits.

Also a complete line of automatic electric water heaters

MODERN WATER EQUIPMENT CO.
Dept. EM, West Chicago, Illinois
WATER SOFTENERS • FILTERS • WATER HEATERS

WRITE FOR DETAILS AND PRICES

WRITE TODAY FOR PRICES

NEW HAVEN QUILT & PAD CO.

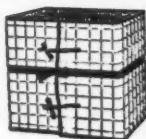
PADDED TV COVERS

Eliminate Damages
FOR ALL SIZE TV SETS



For

Combinations
Consoles
Table Models



COMBINATION: 41" H, 44" W, 27" D
CONSOLE: 40" H, 31" W, 27" D
TABLE MODEL: 24" H, 25" W, 25" 4

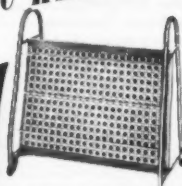
These waterproof covers completely cover all sets. Combination and console covers have a 2" web strap with edj cadmium plated slide buckle, tie tapes at back. Table model has tie tapes at both sides.

NEW HAVEN QUILT & PAD CO.
American Quilted Pad Manufacturers
82 84 Franklin St. New Haven 11, Conn.

MORE DEPENDABLE 3 NEW WAYS!

HEATMORE Radiant Ceramic HEATERS

with
Exclusive
Features
that
Climb
the
Sale!



SAFER! UL tests prove no burns when children touch accidentally. No danger of fire or explosion.

SURER! New ceramic panel transforms electricity into extra-long infra-red wave lengths, for more, healthier heat.

STRONGER! Ceramic panel is practically indestructible. No moving parts to wear out. 5-year guarantee.

CASH IN... The Demand is for
RADIANT Ceramic HEATERS

For Details and Literature write

HEATMORE, Inc. Dept. B1
738 Broadway, N. Y. 3

People



LOUIS C. UPTON, chairman of the board and founder of Whirlpool Corp., died suddenly on October 9 of a cerebral hemorrhage. He would have been 66 years old on the following day.

Louis Upton Dies

Louis C. Upton, chairman of the board and founder of Whirlpool Corp., died in Pawating Hospital, Niles, Mich., on October 9, the victim of a cerebral hemorrhage.

Upton had spent the morning of October 9 at the main Whirlpool plant in St. Joseph and was enroute to Niles for luncheon when he was stricken. He would have been 66 years old on October 10.

Upton was only 26 years old when, in 1912, he organized the Upton Machine Co. He headed that firm as its president until 1929 when it merged with the Nineteen Hundred Washer Co. He served as vice-president of Nineteen Hundred Corp. until 1933 when he became president.

Long active in civic and industry affairs, Upton during World War II was named director of the consumer goods industries branch of the War Production Board. He was also active in the American Home Laundry Mfrs. Assn. serving as president in 1945-46.

Survivors included his wife, Elizabeth; a brother, Fred S., vice-president and treasurer of Whirlpool; a son, Robert C., vice-president in charge of Whirlpool industrial relations; and a daughter, Mrs. Henry Sears Hoyt, Jr.

Smith Leaves Silex

Monroe G. Smith, president of the Silex Co., has resigned to accept a position as executive vice-president of the Rockwood Chocolate Co. Smith, who has guided Silex through a complete reorganization program in the past three years, will remain as a member of the board of directors. Company officials said that Silex's sales and product development plans would not be affected by Smith's resignation.

John Daly Dies

John J. Daly, retail sales manager for the Connecticut Light & Power Co., died on September 15 in Waterbury. He joined the utility in 1925 and had been retail sales manager since 1946.



ARMSTRONG PORTABLE IRONER

BIG IRONER VALUE for LITTLE MONEY

Here's an ironer for AC current you can display and sell with full confidence. Women like it because it saves time and is reasonably priced. Motor is wholly enclosed. Equipped with 21" roll, thermostat that controls heat and signal light which glows while current is on. Elbow control leaves user's hands free to guide clothes. Finished in white enamel and chrome.

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or write for literature on Armstrong Ironers, Electric and Gas Heaters and Lawn Sprinklers

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products Since 1899

Dept. EM

Huntington 12, W. Va.



How to test, repair, and service all home electrical appliances

Theory
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Remedies

on everything from toasters to refrigerators



HERE is a complete and practical handbook for all who want to cash in on the continually growing and profitable field of electrical appliance servicing. It contains all the necessary electrical and mechanical fundamentals, along with clear instructions and over 700 illustrations—sectional, exploded, operational, and servicing views of equipment—picturing details of electrical appliance construction, operation, and servicing. Explains the WHY as well as the HOW of electrical devices... gives the principles, methods, and advanced technical know-how you need to solve everyday problems... includes suggestions on how to set up and operate a servicing business of your own.

ELECTRICAL APPLIANCE SERVICING

By William H. Crouse

Formerly Director of Field Education, Delco-Remy Division, General Motors Corp.
854 pages, 727 illustrations, \$8.50

"Here's the year's best investment for radio servicemen who want to increase their incomes... almost every appliance you can think of is taken apart piece by piece... The language is clear, simple, direct, with no nonsense. If the gadget does this, says the author, the trouble is probably in the xyz section. To fix it, he goes on, here's what you do. And he tells... Illustrations are legion and almost all of them convey a message rather than serving as decoration."

—RadioHo

Shows how to service and repair
electrical appliances such as

- heaters
- broilers and roasters
- wafflebakers
- fans and blowers
- washing machines
- water pumps, lawn mowers, and floor waxers
- food mixers
- irons and ironers
- toasters
- sewing machines
- ranges
- vacuum cleaners
- clothes dryers
- garbage disposers
- water heaters
- coffee makers
- clocks
- dishwashers
- air conditioners
- etc., etc.

"crammed full of useful information"

"What a book! Just crammed full of useful information. To our way of thinking nothing could be clearer."

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SEE THIS BOOK 10 DAYS FREE

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(Print) Name.....

Address.....

City..... Zone..... State.....

Company.....

Position..... EM-11-3

This offer applies to U. S. only.

-NOVEMBER, 1952

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(Classified Advertising)
H. E. Hilty, Mgr.

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Positions Wanted.....	213
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BUSINESS OPPORTUNITIES

Offered 213EQUIPMENT
MERCHANDISE

(Used or Surplus New)
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EMPLOYMENT

(Classified Advertising)
"OPPORTUNITIES"

MERCHANDISE
BUSINESS

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- Butterfly Damper
- All Aluminum



- Inexpensive
- Completes The Job

Order Attn. Dept. EM

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ACCESSORIES:

3" Galvanized Pipe 24" long \$.33 net
3" Adjustable Elbow, Closed Seams .48 net
12"x18" Galvanized Window Plates with 3" Hole .78 net

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The largest, over 500 pages and most complete washer parts catalog that has ever been produced. Includes parts for Automatics. One of the responses to our catalog: "I appreciate the parts catalog you shipped me. Five dollars is no price for any catalog as complete as this one". W. H. S. Alabama. Our new Dryer and Ironer catalog will be ready soon, shall we put you down for one? Advise.

Money back if not completely satisfied **\$5.00**

We are seeking Distribution of ALLIED PRODUCTS. Please contact us at once with complete information as to sales area, etc.

PEARSOL APPLIANCE CORP.

2122 EUCLID AVE.

CLEVELAND 15, OHIO

"The house of a million original parts"
WASHER, DRYER, IRONER PARTS & SUPPLIES

FOR SALE

Retail Paint, Wallpaper and Appliance Store. Located in rapidly growing City in Texas 100,000 population. General Electric and other popular lines appliances, high grade line of paints and wallpaper. Owner owns air-conditioned building in heart of City, and will rent space reasonably, or will sell inventory at cost, and you may rent elsewhere. For particulars, write to

BO-5363, Electrical Merchandising
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Michigan and (optionally) Northern Ohio. If you have established accounts but are not satisfied with their number and present monthly business, we will put aggressive action in building up present accounts and adding new jobbers and department stores to your list. We are well established factory representatives. Need volume business. Do you?

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New STOCK TANK

DE-ICER

IT'S A FAST SELLER • BIG PROFIT MAKER! . . .



It's easy to sell this automatic thermostatic controlled 600-watt de-icer. All parts are replaceable by the user.

Standard trade discounts and cooperative dealer advertising.

Write TODAY for catalog sheet and prices
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FORT WAYNE, IND.

★ Quiz for a PROMOTION MAN ★

- ☐ Do you have ideas?
- ☐ Do you like to follow through on factory developed promotion campaigns . . . to make sure they produce?
- ☐ Do you get a bang out of seeing the customers come in to buy your company's product?
- ☐ Do you like people just on general principles?
- ☐ Have you had successful promotion experience?
- ☐ Do you have successful appliance experience?
- ☐ Can you sell distributors on a program and get it under way?
- ☐ Are you between 24 and 32?
- ☐ Will \$5,000 cover your salary needs while you demonstrate that you're worth more?
- ☐ Would you like to join one of the country's leading air conditioning manufacturers working with factory & district executives?

If you can answer "Yes" to at least 7 of these questions, including the second one, we'd like to hear from you. Send a resume of your experience, and a statement of what you think you could do for us, and in what part of the country you would prefer to locate.

P-5590, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

MERCHANDISING SUPPLEMENT



CUT delivery time. SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features.* Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

*14" Web strap fastens appliances tight with the patented (30 second action) strap ratchet—a Yeats exclusive.

*Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS

The safe, easy and quick way to handle appliances. Patented Step-On Lift—Folding handles. Crp. 1,000 lbs. Ship. wt. 45 lbs. REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end. Write Dept. B

ROLL-OR-KARI CO.

Manufacturers ZUMBROTA, MINNESOTA



MEND-IT SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Replaces appliance cord, auto and truck ignition wire and all similar uses. Made in 5 sizes. Time-Tested—Successful—Economical

Write for Catalog
MEND-IT SLEEVE MFG. CO.
136 Benita Ave., Piedmont 11, Calif.

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!



THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 65, 267 Mott St. New York 12, N. Y.

This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of electrical appliances and in other merchandising opportunities.

Electrical Merchandising

SEARCHLIGHT SECTION

ZIG ZAG SEWING MACHINES

Opportunity for a limited number of distributors to handle the famous Haid & New ZIG ZAG sewing machine on a franchise basis. This machine has every feature desirable in a modern sewing machine, plus all the quality that can be built in by one of Germany's oldest and leading sewing machine manufacturers.

Write at once for details on how you can profit by handling this outstanding product.

MOORE TRADING CO.

CENTRAL TOWER BLDG. SAN FRANCISCO 3, CALIF
Importers, exclusive U. S. and Canada Factory Agents

OLD ESTABLISHED ITALIAN FIRM OF EXPORTERS AND IMPORTERS

Wish to make arrangement as Sole Distributor, with leading American Mfrs. of Room Air Conditioners, Washers, Dryers, Freezers, Refrigerators and general electrical equipment for Household.

Low and medium price articles are preferred. Highest Bank and trade references.

RA-5716, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

For Every Business Want
Think "Searchlight" First

HAND TRUCKS for Safe & Easy handling of RANGES, REFRIGERATORS, DEEP FREEZE AND AIR CONDITIONING UNITS, RADIO & TELEVISION SELF-LIFTING PIANO TRUCK CO.

PRINCEAL OHIO

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 620 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

ATTENTION: MANUFACTURER'S Representative. Open territory for the only U/L approved Portable Wood-Furniture Type Infra-Red Heater. Engineered to provide clean, even, Infra-Red Heat. Furniture finish and design blends with any interior. The safest, most healthful and efficient portable heater designed. Ideal for use in the playroom, bathroom, living room, office or any average space requiring supplementary heat. Attractive sales arrangement for right man. Write now to: Alkar Corporation, 6227 S. Kenneth Ave., Chicago 29, Ill.

BUSINESS OPPORTUNITY

Electric Appliance, Housewares, gifts, Lighting Fixtures, Contracting. Best lines. Oldest established, best location in fastest growing community on Florida Coast. Minimum price \$32,000. Not locally offered. Owner retiring. BO-5610, Electrical Merchandising.

The Battle Is Joined



THERE is growing evidence that the lines are being drawn for the widely-predicted battle for markets and distribution in the appliance-radio-television industry. We have come a long way since the days when hundreds of relatively small manufacturers produced and sold a single line of appliances; today the tendency is all in the direction of a few large companies, producing complete lines, and jockeying for competitive position at the distribution and retailing levels. The pattern bears a striking resemblance to the evolutionary process that went on in the automotive industry. The scores of car-makers of yesteryear have given way to the Big Three and a handful of independents.

During the past year this evolutionary process in our own industry has taken two distinct forms. One has been the acquisition by large manufacturers of smaller ones; the other, the addition of new product lines by large manufacturers to augment or complete the roster of products already being marketed. In the first instance, we might mention the recent acquisition by Nash-Kelvinator of the important home laundry business of Altorfer Bros.; the absorption of Bendix Home Appliances into the Avco fold (already the parent company of Crosley and American Kitchens); the purchase of Coolerator and Capehart-Farnsworth by the I. T. & T. interests; and the entry of RCA into the white goods business by taking over the Estate range line from Noma. In the second instance, to mention a few random cases, Admiral have added freezers and room air conditioners; Universal has brought out a dryer, room cooler, freezer and TV set; Deepfreeze has added ranges and water heaters and RCA are now marketing air conditioners: Philco is said to be considering adding home laundry equipment to its present full line. And so it goes. Perhaps a dozen "giants" such as General Electric, Hotpoint, Frigidaire, Westinghouse, Kelvinator, Avco, Philco, RCA, Admiral, Universal, I. T. & T., Apex, Norge, Maytag and Deepfreeze will dominate the "Full-line" scene. There will be a battle royal for independent distributors—a battle that is underway now and will increase in intensity. There will also be the problem, at the distributing level, as to the relative merits of factory branches vs. independent distributors. Historic brand loyalties and some long business associations will be sacrificed in the

struggle. This will be a blue chip game and played for keeps.

In the meantime, what of the single line manufacturers? Will full-line competition force them out of present distribution channels? Will they achieve a new distributive pattern? Or will they, too, be absorbed by the giants?

We think that some of the answers are going to come from the dealers of the country. It is true that in the higher echelons of manufacturing, production and financial power that mergers and combinations will be the order of the day. The battle will be joined and the classic refrain, "If you can't beat 'em, join 'em", will be heard again. It is equally true that, at the distributor level, there will be much anguished soul-searching, a great many shifts of allegiance, and even the creation of many new businesses. Like the sword of Damocles, the threat of the factory distributing branch will continue to hang over the heads of the recalcitrants. Among many major manufacturers, in many major markets, independent distributors have been supplanted. The hungry arm of the production line, together with the bloodless economics of the accounting office, have already been responsible for the demise of many an independent distributing business. In the cold war of competition ahead the casualty lists may hardly be expected to diminish.

But at the retailing level, we doubt that many drastic changes are in order. True, there will be greater pressure brought to bear on the individual dealer to see that he conforms to the new distributive pattern. He will be urged and cajoled to render allegiance to this or that "full-line" manufacturer. He may even benefit from the fact that so-called "exclusive" franchises of the recent past (exclusive except for Tom, Dick and Harry) might, in reality, become exclusive. Yet he has a tradition of enormous independence. He has never been afraid to throw out one line in favor of another he thought better. He draws his strength, not alone from the impact of the advertiser's message, but from the confidence and regard his customers and community hold for him. He gives advice, sells goods and renders service where it counts—among his neighbors. He is not going to be easily regimented, or assimilated—into any new pattern of distribution.

And he is thousands strong . . .

Laurence Wray →

EDITOR

How would you sell her that wringer-washer?

Match these typical customers to the Lovell sales points below...

Because anyone who sells appliances knows these women, it shouldn't be hard for you to pick the one Lovell sales point that would appeal to each of them. But to be sure of sewing up the sale, tell them the *whole* Lovell story.



PRUDENCE QUIVERFUL — so cautious she takes out insurance on her insurance.



PHOEBE FEEBLEFINGER — the delicate type with hardly the strength to carry a tune.



CONSTANCE HAGGLE — probably the only woman in town who knows whose signature is on a dollar bill.



KITTY WHITESCRUB — the only thing she ever objects to is dirt.

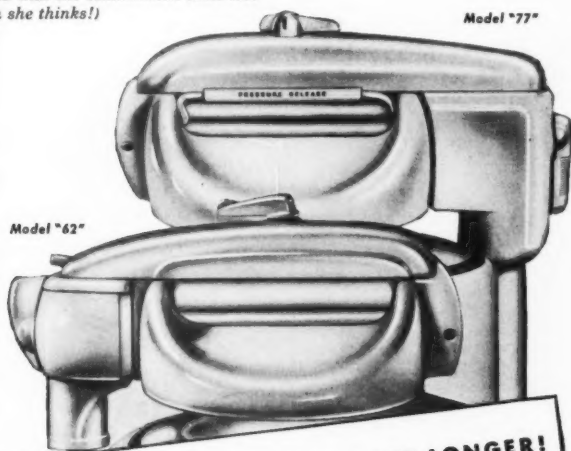


WANDA RESTMORE — mother of six who spends her free half hour before bedtime planning chores.



BRUNNHILDE GAVELBANG — does the laundry between women's club meetings and lectures.

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer — and that the combination costs less than she thinks!)



Model "77"

Model "62"

BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" CONSTRUCTION gives housewives added protection.

POWER ELECTRIC ROLLS with three laminations of rubber give right cleansing pressure.

HARDWOOD BEARINGS never need oiling, won't stain wash.

SINGLE LEAF SPRING gives balanced pressure.

ALL-STEEL H-TYPE FRAME prevents twisting or breaking.



AUTOMATIC SAFETY! Lovell Instinctive wringers give automatic safety! A gentle pull on the clothes, or a push on the frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77".



FAST! Just a quick push or pull swings the wringer to the next operating position. No fumbling for a position lock-lever. No long washing and rinsing cycle.



CLEAN, GENTLE! Lovell's Pressure-Cleansing action gets out dirt that would normally remain in clothes. Resilient rolls won't break buttons or jam zippers, are kind to delicate fabrics.



HEAVY LIFTING! A work-saving Lovell wringer does 90% of the heavy lifting, takes the backstrain out of doing the wash.



LOW COST! A wringer-washer costs less to buy than other washer types...saves on hot water, soap, electricity and repairs.



CONVENIENT! With a Lovell-equipped washer, you start off with dainty things and end up with overalls — all in the same suds. Set washing and rinsing time to suit yourself.



PRESSURE CLEANSING WRINGERS

LOVELL MFG. CO. • ERIE, PA.

Also makers of gas and electric Drying Units

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER
... THE BEST ARE LOVELL-EQUIPPED



KELVINATOR
cordially invites you to the
PRE-SHOWINGS OF THE
NEW 1953 REFRIGERATORS,
ELECTRIC RANGES
and KITCHEN CABINETS-
the most exciting
in 39 pioneering years!

Your invitation to better business

HERE IS your very cordial invitation—*exclusively yours* as a Kelvinator retailer—to attend the Kelvinator New Product Pre-Showing in your area.

At this pre-showing, you will see the brand new, feature-filled 1953 line of Kelvinator refrigerators and ranges. You will see an exciting new line of Kelvinator kitchen cabinets and sinks, a new upright freezer and new room air conditioners. And you'll be impressed with the story of other new Kelvinator products to come in the year ahead.

You will also hear the impressive story of the one Franchise

that means progress and profits in an industry which has recently seen unsound practices make retailing profits difficult.

Here is one of the most important events in your history as a Kelvinator retailer—a great forward step by which Kelvinator will help you gain a much greater volume of business. Since Kelvinator success can stem only from your success, we are most anxious for you to obtain the benefit of these important meetings. We sincerely believe you will express the same enthusiasm that we feel about your future with Kelvinator. So plan now to accept this invitation to a greater future with Kelvinator.

THERE IS A BETTER FRANCHISE . . .

IT'S **Kelvinator**

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

REFRIGERATORS • RANGES • FREEZERS • WATER HEATERS • DEHUMIDIFIERS • KITCHEN CABINETS • SINKS • "ELECTRO-DRAIN" GARBAGE DISPOSERS • ROOM AIR CONDITIONERS